POPULAR

PHOTOGRAPHY

Photographing Youngsters ★ Using Daylight ★ FLASH

PUBLIC LIBRARY
AUG 1947
DETROIT

SEPTEMBER 1947 ★ 25 CENTS

ZIA KADRI

Famous among photographers—

PORTLAND Head Light, pictured above, is one of the most famous photographic subjects on the picturesque coast of Maine.

And, among critical photographers everywhere, Ansco Cykora is one of the most famous enlarging papers. They like it, and you'll like it, for the way it helps bring out the best in your negatives.

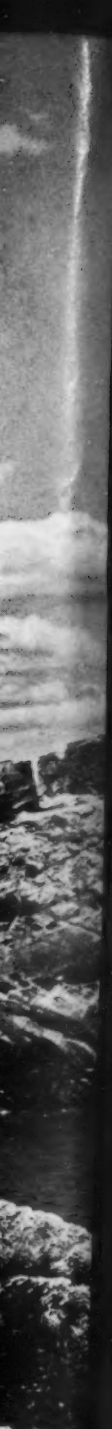
The distinctive quality of Cykora prints makes for more appealing portrait and exhibition enlargements.

Try Cykora. You'll like it. **Ansco, Binghamton, New York.**

ASK FOR

Ansco

CYKORA PAPER



Defender
REG. U. S. PAT. OFF.

"VELOUR BLACK"

TO BRING OUT THE HIDDEN EXTRAS THAT TELL A BETTER STORY

First school days are camera days . . . that day, for instance, when a little boy turns away from the complete freedom of babyhood and takes his first step toward manhood.

That picture may not be a salon winner . . . but it's the grand prize winner in your own collection. It's a better picture, too, because it is printed on "Defender Velour Black" projection paper. Details in highlight and shadow alike are there to give the picture distinction, to recreate the full meaning of the scene. It's all there, because of the complete range of tones "Velour Black" is capable of reproducing.

When you have a great picture in your camera, make sure that you have "Velour Black" on your darkroom shelf. Your dealer has it in the distinctive blue and yellow package.

•

E. I. DU PONT DE NEMOURS & COMPANY, (INC.)
PHOTO PRODUCTS DEPARTMENT
WILMINGTON 98, DELAWARE

TUNE IN "CAVALCADE OF AMERICA" EVERY MONDAY NIGHT NBC STATIONS 8 P. M., E. T.

LOOK FOR THE BLUE AND YELLOW PACKAGE

DU PONT

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

POPULAR PHOTOGRAPHY

Managing Editor: **Frank Fenner, Jr., ARPS, APSA**
Eastern Editor: **Bruce Downes**
Technical Editor: **Robert L. McIntyre**
Associate Editors: **John Alden, Jacquelyn Judge**
Assistant Editor: **Ira S. Glick**
Photographers: **Walter Steinhard, Arthur Haug**
Advertising Manager: **Herbert E. Hayden**

SEPTEMBER, 1947 VOLUME 21, NUMBER 3

Pix Quiz . . . . . By Popko 20
Portrait of a Youngster . . . . . By Gordon Lord 44
Architectural Photography . . . . . By G. E. Kidder Smith 46
Newer Infrared . . . . . By Dr. Walter Clark 50
Composing through the Viewfinder . . . . . By Val Samuelson 52
Daylight Plus Flash Equals Picture . . . . . By Rus Arnold 56
The ABC's of Enlarging . . . . . By Joseph Foldes 59
Prize-Winning Pictures 79
Land of Many Faces . . . . . By J. Gilbert Hill 80
Amateur Movie Section 95
Shakespeare by Amateurs . . . . . By John Alden 95
Little Stories in Three Scenes . . . . . By Jay A. Smith 96

PICTURES OF PEOPLE 62-74

People at work, people at play—friends, relatives, strangers; all these are grist for the photographic mill. People rank up front among the list of subjects which photographers find most engrossing. And so we bring to you this month, people's pictures.

Press 16
The Magazines 16
Popular Photography's Traveling Salons . 20
Candid Shots by the Editor 40
Trade Notes and News 82
Notes on the Picture Section 84
PSA Convention Plans 92
New Home Movies 98
New Books 116
Pease Discusses Adventures in Photography 130
Wait a Minute, Mr. Downes 132
Camera Clubs 138
Calendar of Photographic Exhibitions . . 151
Contests and Markets 163

COVER BY ZIA KADRI. SEE PAGE 84.

POPULAR PHOTOGRAPHY, including Amateur Cinematography, Trade Mark Registered. Combined with Prize Photography Magazine, formerly Everyday Photography.

BRANCH OFFICES: New York Office: C. R. Tighe, Manager Eastern Division, Empire State Building, New York 1, N. Y. Los Angeles Office: William L. Pinney, Manager Western Division; Gaither Littrell, West Coast Editor, 815 South Hill St., Los Angeles 14, Calif. Washington Office: Fred Hamlin, Manager, International Building, 1319 F. Street, N. W., Washington 4, D. C.

ASSOCIATED COMPANIES: Ziff Davis, Ltd., Grampians Bldg., Western Gate, London, W.6, England. Ziff-Davis-Patel, Ltd., 190 Hornby Road, Bombay, India.

COPYRIGHT, 1947

ZIFF-DAVIS PUBLISHING COMPANY
185 N. Wabash Ave., Chicago 1, Ill.

WILLIAM B. ZIFF
Chairman of the Board and Publisher

B. G. DAVIS
President and Editor

Vice-Presidents: **GEORGE BERNER,** Advertising and Sales Director
MICHAEL H. FROELICH, Editorial Director
H. J. MORGANROTH, Production Director
H. G. STRONG, Circulation Director

ARTHUR T. PULLEN, Secretary-Treasurer **HERMAN R. BOLLIN,** Art Director

Member Audit Bureau of Circulations

POPULAR PHOTOGRAPHY is published monthly by the Ziff-Davis Publishing Company at 185 N. Wabash Ave., Chicago 1, Ill. Entered as second-class matter July 30, 1937, at the Post Office, Chicago, Ill., under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

SUBSCRIPTION RATES: in U. S., Canada, Mexico, South and Central America and U. S. Possessions, $3.00 for twelve issues; in British Empire, $4.00; all other foreign countries, $4.00 for twelve issues. Subscribers should allow at least two weeks for change of address. All communications about subscriptions should be addressed to the Director of Circulation, 185 N. Wabash Ave., Chicago 1, Ill.

CONTRIBUTIONS: Contributors are advised to retain a copy of their manuscripts and illustrations. Contributions must be accompanied by return postage and they will be handled with reasonable care, but this magazine assumes no responsibility for their safety. Any copy accepted is subject to whatever adaptations and revisions are necessary to meet the requirements of this publication. Payment covers all author's, contributor's and contestant's rights, title, and interest in and to the material accepted and will be made at our current rates upon acceptance. All photos and drawings will be considered as part of the material purchased.

SAVE

Pay less at Penn . . . Penn's Better Price Policy guarantees you money saving . . . brings you the latest in economy values . . . *LOOK!*

PRICE MONOTANK "45"

The Famous Daylight Tank For Sheet Film

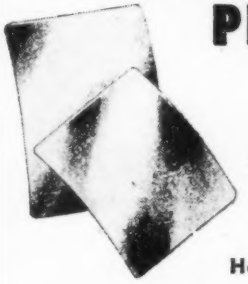
NOW $6.95 plus 78¢ excise tax

Sold formerly at $9.90

Holds up to 12 standard sheet film hangers, any size up to 4 x 5. Light-tight lid, pouring and emptying spouts. Fills and empties in under 30 seconds. Easy to load, easy to use.

AND . . .

FERROTYPE PLATES



10 x 14 inches

CHROMIUM HI-GLOSS PLATES

Heavy Gauge

97¢ each tax included

AND . . .

"Smoothie"

THE AMAZING TURN-TILT TRIPOD TOP

Full 180° rotation on ball bearings, etched scale . . . full 90° tilt to let you shoot straight down. Independent pan and tilt locks. A **$6.50** value . . .

$2.95 tax included

AND . . .

FREE!

to those who have the PENN 72 page

1947 CATALOG

THE *NEW* REVISED SUPPLEMENT

Write for your copy today

Prices quoted are exclusive of shipping charges.

Penn Camera

126 WEST 32ND STREET NEW YORK 1, N. Y.

PICTURE-TAKING IS BREATH-TAKING SUMMER or WINTER

with Aremac's fine photographic equipment and specials in cameras, meters, lenses, accessories!

THIS MONTH'S SPECIALS!

Craig, Jr. Splicer. List $4.50	Special $ 3.60
Craig, Sr. Splicer. List $15.00	Special 12.00
Craig 16mm Silent & Sound Projecto-Editor, complete with Master Re-Wind Arms & Sr. Splicer. List $87.50	Special 69.50
Thalhammer Deluxe Tripod with Pan-Head. List $40.75	Special 24.95

EXTRA!

Eastman Kodak Series VII Filters. Special	$ 1.95
Brownie Safelight Lamp Model D. Special	2.70
General Electric DWS 8 Exp. Meter. New	19.95

LEICA CAMERAS

Leica III-c—Summitar F/2	$448.00
Leica III-c—Summar F/2	335.00
Leica III-c—Elmar F3.5	332.50
Leica III-b—Summitar F/2	345.00
Leica III-b—Summar F/2	275.00
Leica III-a—Summar F/2	250.00
Leica II—Elmar F3/5	149.50

LEICA LENSES AND ACCESSORIES

28mm Hektor F6.3	$122.00
35mm Elmar F3.5	123.20
73mm Hektor F1.9	195.00
85mm Summarex F1.5	495.00
90mm Wollensak F4.5	99.00
90mm Elmar F/4	155.40
90mm Thambar F2.2	195.00
127mm Wollensak F4.5	129.00
135mm Elmar F4.5	129.00
135mm Hektor F4.5	236.60
200mm Telyt F4.5	392.00
400mm Astro F/5	490.00
500mm Astro F/5	565.00
Vidom Finder	48.00
Image Erecting Universal Finder	87.50
Abbey Autoset Flash for Leica	50.00
Mendelsohn Universal Flash for Leica	37.85
Leitz VIII Flashgun	63.50
DeLuxe Leitz E.R. Case	12.30
Leica Manual	4.00

CONTAX CAMERAS

Contax III—Sonnar F1.5 with Eveready Case	$398.50
Contax III—Sonnar F/2 with Eveready Case	345.00
Contax II—Sonnar F1.5 with Eveready Case	374.50
Contax II—Sonnar F/2 with Eveready Case	299.00
Contax I—Sonnar F/2 with Eveready Case	165.00

CONTAX LENSES AND ACCESSORIES

28mm Tessar F/8	$125.00
35mm Orthometar F4.5	195.00
35mm Biogon F2.8	285.00
85mm Triotar F/4	145.00
85mm Sonnar F/2	292.50
135mm Sonnar F/4	185.00
180mm Tele Tessar F6.3	255.00
180mm Sonnar F2.8	395.00
300mm Tele Tessar F/8	350.00
400mm Astro F/5	520.00
500mm Fern F/8	725.00
Zeiss Universal Finder	110.00
Contameter for Models I, II and III	89.50
Mendelsohn Universal Flash for Contax	37.85

KINE EXAKTA CAMERAS

Kine Exakta F2.8 with E.R. Case	$295.00
Kine Exakta F/2 with E.R. Case	350.00
Kine Exakta F1.9 with E.R. Case	375.00

KINE EXAKTA LENSES

4 cm Zeiss Wide Angle Lens	$265.00
10.5cm Zeiss Biotar F/2	295.00
10.5cm Meyer Trioplan F2.8	165.00
15cm Meyer Tele Megor F5.5	149.00
15cm Schneider Tele Xenar F5.5	149.00
18cm Zeiss Tele Tessar F6.3	275.00
18cm Hugo Meyer Tele Megor F5.5	195.00
250mm Schneider Tele Xenar F5.5	272.00
640mm Astro F/5	675.00

BINOCULAR SPECIAL!

Brand New 6x30 Wollensak Binoculars, Coated Optics, Deluxe Case. List $72.50. Special $59.50

FILM SPECIAL

4x8 Dalight Kodachrome. Tropical Packed. Outdated but Guaranteed Perfect $3.25

16mm Magazine SuperXX. Outdated but Guaranteed Perfect 3.25

CAMERAS

Micro 16, New	$ 29.50
35mm Argus C-3 with Flash Unit and Case. New	70.33
35mm Mercury II, F2.7 (equal to new)	59.50
35mm Perfex DeLuxe, F2.8. New	89.50
35mm Vokar, F2.8. New	89.50
35mm Clarus, F2.8. New	116.25
35mm Stereo Realist. New	162.50
35mm Bolsey, F2.9. New	367.00
35mm Bolsey, F1.8, New	536.00
35mm Zeiss Tenax II, F2.8 E.N.	175.00
35mm Zeiss Tenax II, F/2 E.N.	219.50
Super Ikonta A Special, F3.5 E.N.	161.25
Super Ikonta B, F2.8 E.N.	225.00
2¼x2¼ Argoflex, with Case, New	69.63
2¼x2¼ Automatic Rolleiflex, with Case, New	300.00
2¼x2¼ Rolleicord, with Case, New	165.00
2¼x2¼ Ikoflex III, F2.8, with Case, E.N.	350.00
2¼x3¼ Busch Pressman (new model) (less lens)	73.40
2¼x3¼ Medalist I (equal to new)	195.00
New Voight, 2¼x2¼, coated F4.5, E/R Case. Exposure Meter and Filter	49.50
4x5 Nu-Vue All Metal Press Camera	59.50
4x5 Korona Commercial View Camera	55.00
4x5 Graphic View Camera	130.00
5x7 Korona Commercial View Camera	65.00
5x7 Deardorf	136.00
8x10 Korona Commercial View Camera	70.00
8x10 E.K. 2D View Camera, with Case	133.50

2¼x3¼, 3¼x4¼, 4x5 Crown and Graphic Cameras available with your choice of lenses and accessories. Write in for specifications.

HARRISON LIGHT CORRECTOR SETS COMPLETE

Series V	$ 71.00
Series VI	80.00
Series VII	85.00
Series VIII	104.00

When writing, address Mail Order Dept.,

1 East 43rd Street, New York 17, N. Y.

AREMAC BRANCHES

WEST COAST

9540 Brighton Way, Beverly Hills, Calif.

LONG ISLAND

249 Fulton Ave., Hempstead, Long Island

MID-MANHATTAN

1375 Broadway, New York City

●

Eastman Kodak, Omag, and Harrison Filters in Stock—All Sizes and Colors—Carrying Cases and Eveready Cases in Stock for All Cameras, Domestic and Imported; Also Cases for View-Cameras and Speed Graphics.

EXPOSURE METERS

Norwood Director	$ 75.00
Weston Master II and Case	29.50
G.E. DW-58	19.95
DeJur Auto Critic and Case	23.65
DeJur 5B and Case	17.05
Skan Meter and Case	14.95

NEW ENLARGERS

35mm Leitz Focomat 1B	$168.00
2¼x3¼ Federal 312, F6.3	53.00
2¼x3¼ Federal 314, F6.3	76.00
2¼x3¼ Federal 314, F4.5	89.50
2¼x3 Sunray Arnold D, F4.5	94.50
2¼x3¼ DeJur Versatile II, F4.5	99.50
2¼x3¼ DeJur Versatile I, F4.5	118.63
2¼x3¼ Kodak Precision A	116.67
4x5 Federal 450, F6.3	112.50
4x5 National Cold Light	139.50
4x5 Kodak Precision B	157.50
4x5 DeJur Professional, F4.5	166.25
4x5 Omega D-II	178.90
4x5 Omega D-II with color head	194.80

NEW SLIDE PROJECTORS

Vokar	$ 14.85
Kodaslide I	21.10
Kodaslide IIA	47.50
Spencer MK-200, with Case	35.00
Spencer MK-300, with Blower and Case	86.00
Morton 100-watt Projector	27.50
Arguslide Projector	27.50
S.V.E. Model RK, with Case	35.95
S.V.E. Model AK, with Case	52.90
S.V.E Model AAA, with Case	80.00
Goldi Manumatic	54.85
Ampro Slide Projector, with Case	64.20
Bell and Howell Duo Master, 300-watt, with Case	130.00
Bell and Howell Slide Master, 1000-watt, with Case	335.00
Kodak Master Projector and Case	181.00

NEW 8mm MOVIE CAMERAS

8mm Universal Cinemaster, F2.5	$ 66.25
8mm Revere, F2.5	77.50
8mm Revere Turret, F2.8	110.00
8mm Revere Magazine, F2.5, Model D	127.50
8mm Bolex L-8, Kern F2.8	130.50
Bell & Howell Sportster, F2.5	102.61
Bolex H-8, less Lens	265.00
Bolex H-8, Wollensak ½", F1.9	321.55
Bolex H-8, Switar ½", F1.5	425.42
Briskin 8mm Magazine, F2.5	114.43

NEW 16mm MOVIE CAMERAS

Magazine Lektro Camera, F3.5, with Case	$125.00
Magazine Lektro Camera, with Coated F1.9 lens	195.00
Bell & Howell Auto Load, F2.5	186.67
16mm Magazine Kodak, F1.9	175.00
Bolex H-16, less Lens	265.00
Bolex H-16, with 1" E.K., F1.9	345.25
Bolex H-16, with 1" Switar, F1.4	448.75

8mm and 16mm MOVIE LENSES

9mm E.K., F2.7 for Cine 8-90	$ 38.90
15mm E.K., F2.7 and Adapter	74.15
15mm Kern Switar, F2.7 W.A.	78.50
16mm Schneider Xenar, F1.9 Wide Angle Lens	149.50
17mm Wollensak, F2.7 Focusing Mount	62.50
1" E.K., F1.9, C Mount	81.57
1" Kern Switar, F1.4	183.75
1" Schneider Xenar, F1.5	149.50
1½" E.K., F2.5	54.10
1½" B&H, F3.5	55.85
2" E.K., F1.6 and Adapter	119.40
2½" E.K., F2.7 and Adapters	95.67
75mm Schneider Tele Xenon, F3.8	110.00
75mm Zeiss Sonnar, F/4	139.50
4" E.K., F2.7 and Adapter	105.00
6" E.K., F4.5 and Adapter	118.42

NEW MOVIE PROJECTORS

8mm Universal, 300 Watt	$ 37.50
8mm Universal, 500 Watt	63.50
8mm Revere DeLuxe	120.00
8mm DeJur, 1000 Watt, with Case	174.00
8mm Ampro A8, with Case	168.00
8mm Bell & Howell Filmomaster, with Case	177.45
8mm Bell & Howell Picture Master and Case	262.00
8mm and 16mm Bolex G8-16	331.00
16mm Kodascope 16-20, with Case	225.00
16mm Bell & Howell Showmaster, with Case	312.95
16mm Sound-Movie Mite, with Case	298.75
16mm Sound Kodascope FS-10-N, with Case	450.00
16mm Sound Victor Model 60, with Case	468.00
16mm Sound Ampro 20, with Case	540.00
16mm Sound Natco, with Case	479.00
16mm Bell & Howell Filmosound, with Case	579.00

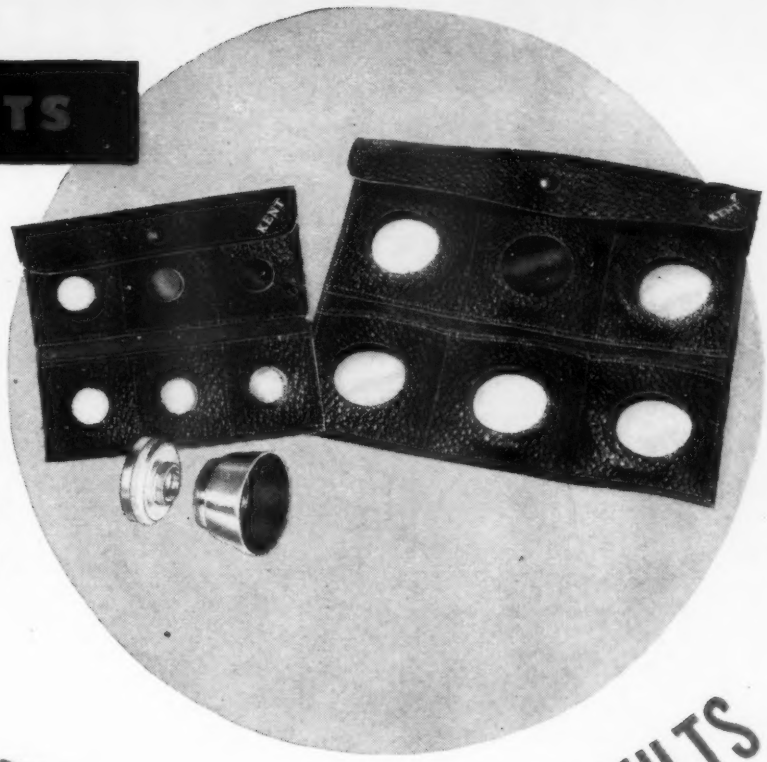
All Prices Subject to Change Without Notice

4 GREAT STORES
From COAST TO COAST

Aremac camera co., inc.

1 EAST 43rd STREET, NEW YORK 17, N. Y.

KENT FILTER KITS



For professional results, every amateur should use six specific filters. Kent Filter Kits are priced so anyone can afford all the necessary filters for Black and White and Color pictures. Kent Filter Kits with sunshade and six precision optical glass filters in genuine leather wallet case . . . for all Argus and most 8 mm movie cameras (specify camera) . . . . *list* **$5.95**

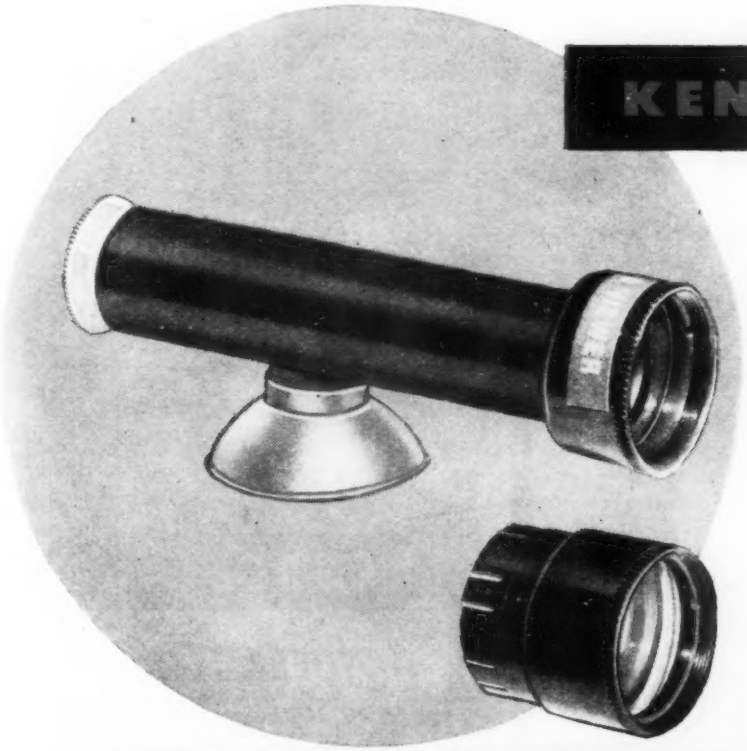
Kent Series V Filter Kit with six filters . . . *list* **$8.75**

Kent Series VI Filter Kit with six filters . . *list* **$10.95**

See Your Dealer

KENT ACCESSORIES FOR PROFESSIONAL RESULTS

KENT VIEWFINDERS



- Kent TELEPHOTO Universal Viewfinder . . . shows accurate field of focus. Two-time magnification simplifies taking telephoto pictures. For any 1" lens or equivalent. Mounts on any 8 mm camera with suction cup . . . . . *list* **$6.95** *plus .67 tax*
- Kent WIDE ANGLE Universal Viewfinder . . . gives accurate view of finished scene. Eliminates guesswork in framing. Mounts on any 8 mm camera with suction cup . . . . . *list* **$6.95** *plus .67 tax*
- Kent WIDE ANGLE Revere Model 88 Viewing Attachment . . . slips over standard viewing head *list* **$2.95** *plus .30 tax*

See Your Dealer

4916 SHAW AVE.
ST. LOUIS 10, MO.

AREL

235 METRAN AVE.
PITTSBURGH 13, PA.

Without Equal!

FEDERAL'S NEW 4x5 ENLARGER

COMPLETE WITH OCTAR 4 ELEMENT ANASTIGMAT LENS

$112.50 TAX INCLUDED

Once again FEDERAL—Makers of "America's Fastest Selling Enlargers"—leads the field with an entirely new and expanded line of enlargers—incorporating many new features designed to give "Photo Fans", as always, *the most for their money.*

Not only do these 4 new Federals now cover negative sizes from miniature to 4" x 5", but they embody design ideas that anticipate the latest trends in enlarging;—*color photography and variable contrast paper control.*

Whether you are a beginner or professional you'll be completely sold on Federal when you experience the advantages of these features—

- New novel self-ventilating and cooling lamp house
- New combination negative carrier-color filter and mask holder with built-in focusing target
- New plastic-coated double extension bellows
- Calibrated swivel head with automatic stops at 0 and 90 degrees*
- New universal size removable lens board—new precision mounted special enlarger lenses
- New concealed spring counter balance*
- Removable red filter. Holder accepts series VII ring mount 1 5/16"
- New hand size control knobs with micro-friction drive
- New hand clutch for finger control positioning
- All metal construction that assures perfect alignment and freedom from vibration
- New non-warping, roomier, reinforced steel baseboard

*Included on all models except No. 312

MODEL 312 For miniature to 2¼" x 3¼" negatives. Fedar 3½" F:6.3 Anastigmat with Iris Diaphragm. COMPLETE WITH LENS **$53.00** tax included

MODEL 314 For miniature to 2¼" x 3¼" negatives. Fedar 3½" F:6.3 Anastigmat with Iris Diaphragm. Double condenser lens system. COMPLETE WITH LENS **$76.00** tax included

MODEL 315 — Same as Model 314 but with Octar F:4.5 lens **$89.50** tax included

†Condenser system available as accessory

†

MODEL 450

FEDERAL'S New Sensationally Low-Priced 4" x 5" ENLARGER

For miniature to 4" x 5" negatives. Octar 5½" F:6.3 Anastigmat with Iris Diaphragm. 2⅝" x 2⅝" Lens Board **$112.50** COMPLETE WITH LENS tax included

FEDERAL OF BROOKLYN

FEDERAL MANUFACTURING & ENGINEERING CORP.
213 STEUBEN STREET • BROOKLYN 5, N. Y.
Canadian Distributors: Canada Photo Products, Ltd., 137 Wellington St., West Toronto 1, Can.

COURTESY OF METROPOLITAN MUSEUM OF ART

BOLEX H-16
illustrated here employs the famous Kern-Paillard, Switar 1" f/1.4, Yvar 3" (telephoto) f/2.5, and Yvar 15mm (wide angle) f/2.8 lenses. Other lenses are also available.

In the 18th Century, gentlemen of fashion and wealth carried the "Necessaire" as part of their traveling equipment. This was a rather elegant accessory which contained, in addition to a clock, bottles and compartments for toiletry and shaving needs. The "Necessaire", wrought of gold and encrusted with jewels is an outstanding specimen of old craftsmanship.

Today, tens of thousands of people, from all walks of life, carry a Bolex motion picture camera with them to record daily happenings or notable scenes which they wish to record and keep. And Bolex never fails because Bolex, built in the world famous Paillard factories, is made in the best traditions of modern as well as time-honored craftsmanship. Just as in generations gone by, present-day Paillard craftsmen take deep pride in the products they create. From the tiniest gears to the completion of the beautiful case, there is, in every Bolex, the kind of craftsmanship that spells dependability which, in turn, means faultless movies and long years of trouble-free performance.

Only Bolex cameras . . . Models H-8 and H-16 . . . provide frame counters, automatic threading, parallax-correcting viewfinders, filming by hand crank, "still" mechanism, magnified critical visual focusing, and other exclusive advantages. If you want economy, if you want simplicity, if you want beauty, if you want a camera which produces the finest movies, see your photographic dealer, ask for, and insist on Bolex. Write for free illustrated catalog.

Bolex

AMERICAN BOLEX COMPANY, INC. • 521 FIFTH AVE., NEW YORK 17, N. Y.

"UN-BURIED TREASURE.."

Not "Pieces of Eight" . . . Nor "Doubloons of Gold," but Treasure Chests Full of PEERLESS VALUES!

PEERLESS, Long Established as the "TREASURE ISLE" for Camera Fans, Has "Stowed Away" Hundreds of Items You'll be Eager to Use While Vacationing This Summer. Dig Into These PEERLESS VALUES and See What "Prizes" Are in Store for You!

* AT PEERLESS OF COURSE!

PEERLESS COMBO #21

SAVE $77.99

16mm BOLEX MOVIE OUTFIT

	List Price
BOLEX H16 Camera	$265.00
Frame Counter	17.50
1" f1.4 Kern Switar Lens	183.75
3" f2.5 Kern-Paillard Telephoto Lens	128.34
15mm f2.8 Kern-Paillard Wide Angle Lens	78.75
DeLuxe Fitted Carrying Case	45.00
Thalhammer B-L Tripod	39.15
Lighting Outfit for Indoor Movies: Consists of 10" Twin Reflector Unit and 10" Single Reflector Unit on 2 Three-Section Stands	20.00
Sells Regularly for	777.49

YOUR COST (Complete) 669.50

Shipping Weight 40 lbs.

PEERLESS COMBO #22

SAVE $22.36

SPENCER MK

2"x2" SLIDE PROJECTOR

Complete with 100 watt lamp and case. Brand New $40.00
All-Metal Slide File, holds 300 2"x 2" Ready-Mounts 3.25
Complete with 18"x24" **DeLuxe Beaded Projection Screen** 5.00

Regularly, $48.25

YOUR COST, Complete 25.89

Shpg. wt. 20 lbs.

BOLEX H-8

8mm TURRET OUTFIT

With ½" f1.9 coated Wollensak Lens, 1" f3.5 and 1½" f3.5 Telephoto Lenses, frame counter, case. Brand New. Shipped Postpaid in U.S.A. only.

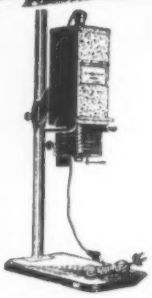
YOUR COST (Complete) .. 435.00

BOLEX L-8

Pocket Sized 8mm Camera

With ½" f2.8 Kern-Yvar lens, wrist strap and suede case. Shipped Postpaid in U.S.A. only.

YOUR COST (Complete) 139.48



PEERLESS COMBO #23

SAVE OVER 20%

PHOTO SPHERE

2¼ x 3¼ Enlarger with 3¼" f6.3 **Ilex Enlarging Lens** .. $39.87
Set of 3 — 8x10 **Developing Trays** 3.30
Set of 5—**Enlarging Easel Masks** 2.00
Tray Thermometer 1.00
All metal **Safelight Lamp** 4.00

Shpg. wt. 45 lbs. Regularly, $50.17

YOUR COST, 34.95

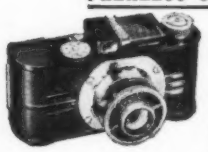
SAVE OVER 30% ON

PEERLESS MOVIE and STILL CAMERA KIT Combinations!

Kits consist of a Peerless Combo lens shade, filter holder and set of three filters. Kodachrome Kit has Type A Haze and Blue photoflood filters. Black and White kit consists of med. yellow, green and red filters. All filters packed in unique safety pouch.

Please specify camera when ordering.

Kodachrome Kit ..... Regularly $6.50
YOUR COST **$4.49**
Black & White Kit—Regularly $5.00
YOUR COST **$3.84**
Comb. Lens Shade & Filter Holder.
Regularly $2.75
YOUR COST **$1.98**



PEERLESS COMBO #24

ARGUS A2

35mm Candid Camera with coated f4.5 lens, built-in exposure meter and Case.

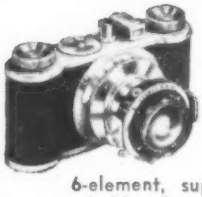
Shipped Postpaid in U.S.A.

YOUR COST 29.85

Save over 45% on Accessories:

Vokar Slide Projector	$15.50
Dural Combo Shade & Filter Holder	3.38
Set of 3 Optical Glass Filters	3.75
Total Cost	$22.63

YOUR COST, Shpg. wt. 3 lbs. **12.63**



Exclusive with PEERLESS!

ADOX II

with the

f2 Schneider Xenon

6-element, superfast lens in the reliable Compur Rapid Shutter. Just arrived from Germany. . . . This 35mm precision-built Miniature Camera has a satin-finish, leather-covered body, optical direct view finder, speeds from 1 sec. to 1/500, light in weight, compact and easy to use.

YOUR COST ONLY 89.89

Carrying case for ADOX II, Top-grain cowhide plush-lined. Eveready case. **6.98**

Peerless Combo #26

ARGUS C3

Fast f3.5 coated lens, coupled Range finder, built-in flash synchronization. Complete with saddle leather Eveready Case and Flash Gun. Shipped Postpaid in U.S.A. only.

YOUR COST 70.33

SAVE OVER 37% ON ACCESSORIES:

	Regularly
Dural Combo lens shade and filter holder	$3.38
Set of 3 Optical Glass Filters	3.75
Daylight Bulk Film Loader	7.50
100 ft. Famous-Make 35mm Film	2.26

YOUR COST, Shpg. wt. 6 lbs. **10.59**

PEERLESS COMBO #27

BUSCH

2¼x3¼ Press Outfit

With 101mm f4.5 coated Woll. lens in Alphax shutter & Kalart model E2 coupled rangefinder **161.25**

Save $31.09 on Busch Pressman Accessories:

6—2¼x3¼ double film holders @ $4.00	$24.00
Comb sunshade & Filter holder	3.04
Set of 3 optical glass filters @ $1.25	3.75
King Sol Synchro flashgun 6" reflector	28.90
Carrying case for camera and accessories	13.50
TOTAL VALUE	$73.19

Cost to Purchaser of Busch Pressman 42.10

PEERLESS CAMERA STORES

138 E.44TH ST. 133 E.43RD ST.

NEW YORK 17, N.Y.

X MARKS the SPOT!

And it's another PEERLESS TREASURE CHEST of PHOTOGRAPHIC VALUES! Select your choice from this amazing collection of used but GUARANTEED VALUES. Among them you'll find some of the best photographic buys in the country.

Pay Less for Photography at Peerless!

35mm CAMERAS

RUSSIAN LEICA, F3.5 Lens, Coupled Range finder, case, L.N. . . $ 95.00
LEICA IIIC F2 Summ., case, perfect 375.00
LEICA F, ELMAR F3.5, Rapid Winder, E. R. case, L. N. 245.00
CONTAX III, F.2 Zeiss Sonnar case, perfect 249.00
CONTAX I F.2 Zeiss Sonnar E. R. case, perfect 175.00

SAVE $24.11
1⅜" F3.5 Kodak Telephoto lens in focusing mount. Complete with screw-in med. yellow filter. Verified Value $51.00.
YOUR COST 26.89

CONTAFLEX REFLEX CAMERA, F1.5 Zeiss Sonnar, 85 mm. F2 Zeiss Sonnar Telephoto, E. R. case. Same as new $575.00
PERFEX F3.5 Lens Case, used . . . 24.00
MERCURY F3.5, E. R. case, L. N. 24.50
KODAK BANTAM SPECIAL F2 EKTAR, E. R. case L. N. 139.00

REFLEX CAMERAS

AUTOMATIC ROLLEIFLEX 6x6 F3.5 Zeiss Tessar, Case New . . $375.00
AUTOMATIC ROLLEIFLEX 6x6 F3.5 Xenar, Case, New 300.00
ROLLEICORD F4.5 Zeiss Triotar, E. R. case, L. N. 115.00

Latest Model
GE DW58 EXPOSURE METER
Formerly $26.95
Brand New 19.95
Post Paid at Peerless

ROLLEICORD F3.5 Zeiss Triotar, E. R. case, L. N. $150.00
KORELLE REFLEX III F2.8 Zeiss Tessar, 18cm. F2.5 Tele Xenar Telephoto, E.R. case L.N. 375.00

ENLARGERS

LEITZ FOCOMAT 18, 35 mm. to 4x4 cm., condenser, automatic focus. New $168.00
SOLAR, 35 mm. to 2¼x3¼, adjustable condensers. Glassless neg. Carrier New 60.65
SUN RAY ARNOLD D, 35 mm. to 2¼x3¼ double condensers, dist. control. New 69.50
SOLAR AUTOFOCUS, 35 mm. to 2¼x3¼ double condenser with 3½" F4.5 lens. New $163.80
PHOTO SPHERE, 35 mm. to 2¼x3¼ diffusion with 3½" F6.3 lens. New 33.90
PRECISE 125, 35 mm. to 2¼x3¼, diff. with 3½" F6.3 lens. New 42.45
FEDERAL 219, 2¼x3¼ diff., 3½" F6.3. New. List $45.95. Your cost 35.95
FEDERAL 250, 2¼x3¼ double condensers with 3½" F4.5 lens. New. List price $89.50. Your cost 69.50
FEDERAL 312, 35 mm. to 2¼x3¼ with 3½" F6.3 lens, color neg. carrier. New 53.00
DeJUR VERSATILE II, 35 mm. to 2¼x3¼ double cond., with 3½" F4.5 coated. New 99.00

Enlarger Specials!
FEDERAL 219 List $45.95, Your Cost $35.95
FEDERAL 250 List 89.50, Your Cost 69.50

8mm PROJECTORS

KEYSTONE R8, 500 watts, 400 ft. cap. F1.95 lens. New . . . . . $ 74.50
AMPRO A8, 500 watts, 400 ft. capacity, F1.6 lens. Reverse. Stills. Case. New 168.00
DeJUR 1000, 750 watts, 400 ft. capacity, F1.6 lens, New 159.50
REVERE 85, 500 watts, 300 ft. capacity, F1.6 coated lens. Stills. New 125.00
UNIVERSAL PC, 500 watts, F2 coated lens. 200 ft. capacity. New 169.50

8mm CAMERAS

B&H SPORTSTER, F2.5 Taylor Hob. coated. New $102.61
REVERE 70, Mag. Load, F2.8 coated. New 127.50
B&H three lens turret, ½" F2.5 Taylor Hobson, F3.5 B&H Tele., cost, New 239.98
KEYSTONE K8, F2.5 coated Woll. New 64.50
REVERE 3 lens turret, F2.8 coated B&L. New 110.00
REVERE 88, F2.5 Coated Wollensak. New 77.50
REVERE 88, F1.9 Coated Wollensak. New 104.50
B&H ARISTOCRAT Turret, F1.9 lens, critical focuser, combination case. New 253.38
KEYSTONE K8, F2.5 lens, 2 speeds. L. N. 45.00
REVERE 88, F2.5 Wollensak. Like new 42.50
CINEMASTER II, F3.5 lens, like new $27.00
CINE-KODAK 20, F3.5 lens, case, L. N. 35.00

16mm CAMERAS

BOLEX H-16 Three lens Turret Camera, 1" F1.9 coated E. K. Lens, Frame counter. Brand New $364.17
CINE-KODAK SPECIAL F1.9 lens, ½" F2.7 Kodak Telephoto, Cine-Special case, L. N. 725.00
CINCLOX 1" F2.5 coated, all speeds. B. N. 76.15
BELL & HOWELL 70, 1" F3.5 T. R. C. case 75.00

16mm PROJECTORS

AMPRO PARAMOUNT 20 Sound Projector, 750 watt, 2" F1.6 lens, speaker, case. New $510.00
AMPRO PREMIER 20, Sound & Silent, 750 watt, 2" F1.6 lens, case. New 540.00
BELL & HOWELL 179, Sound & Silent Projector, 750 w., 2" F1.6 lens, speaker, case 579.00
VICTOR 40B Sound & Silent, 750 w., 2" F1.6 lens. Like new 375.00

ROLL FILM CAMERAS

COUPLED DUO 620 II, F3.5 Lens, coupled range finder, Compur rapid, case L. N. $134.95
SUPER IKONTA B F2.8 Zeiss Tessar, single window, cpld., case. 215.00
ENSIGN COMMANDO F3.5 Lens, S. W. coupled. New 175.00
KODAK MEDALIST 620 F3.5 Coated Ektar coupled range finder, complete with acc. cut film back. L. N. 195.00
BESSA 120, F4.5 Skoper, D. A. Compur L. N. 45.00

CRAIG 16mm Projecto Editor
List Price $60.00
Your Cost Brand New 44.89

MAIL THIS TODAY!

PEERLESS CAMERA STORES
138 E. 44th St. 133 E. 43rd St.
New York 17, N. Y.

GENTLEMEN: DEPT. "P"

☐ Please send me your FREE new catalog complete with the latest photographic equipment and information.

☐ I am interested in a cash or Trade-in allowance on the following equipment:

Name . . . . . .
Address . . . . . .
City . . . . . State . . . . . .

PEERLESS CAMERA STORES
138 E.44TH ST. 133 E.43RD ST.
NEW YORK 17, N.Y.

PUBLIC LIBRARY

THESE TANKS – THE LARGEST SELLING IN THE WORLD – ARE MADE ONLY BY fR

IT'S FUN TO DO YOUR OWN DEVELOPING-*and so easy!*

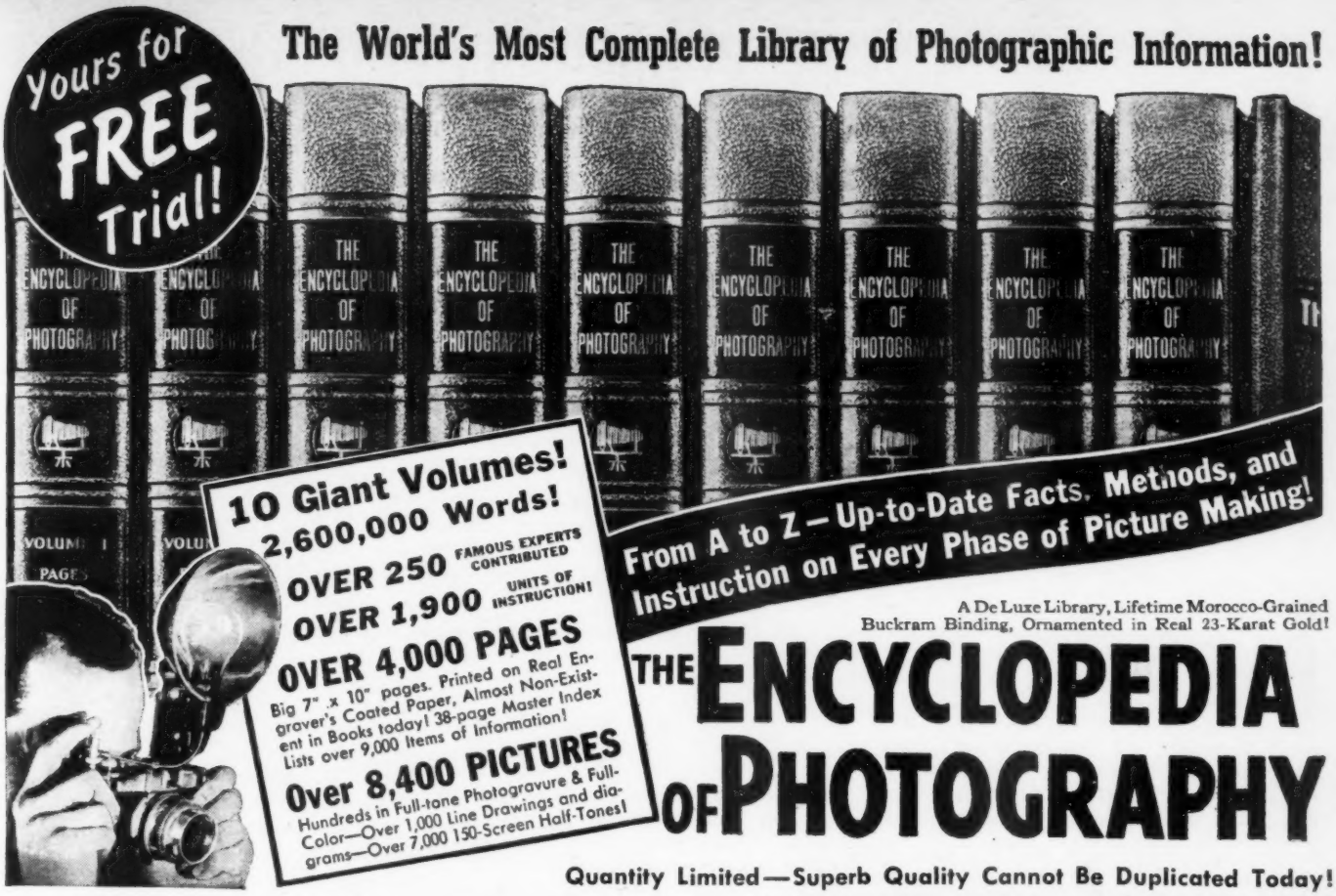
The developing tanks that turned "every-so-often" camera users into "every-day" enthusiasts are back . . . back with all the advantages that made them the finest in the world—from their chemically resistant bakelite to their exclusive patented FR features. Fool-proof in operation, these tanks provide a quick, easy way to develop films—cut film, film pack and roll films. Your dealer has some FR tanks now. More are on the way. If you cannot find the one you want now—reserve it. It pays to wait for FR—photography's finest.

FR CUT-FILM-PACK DEVELOPING TANK
Accommodates cut film and film packs of all sizes up to 4 x 5; develops 12 films all at one time. Genuine bakelite. Impervious to chemicals. Economical with solutions.

FR "SPECIAL" ADJUSTABLE ROLL FILM DEVELOPING TANK
For roll films of all sizes from 35 mm. up to and including #116. Made of genuine bakelite. Impervious to chemicals. Economical with solutions.

THE FR CORPORATION • 951 BROOK AVENUE • BRONX 56, N. Y.

The World's Most Complete Library of Photographic Information!



A De Luxe Library, Lifetime Morocco-Grained Buckram Binding, Ornamented in Real 23-Karat Gold!

THE ENCYCLOPEDIA OF PHOTOGRAPHY

Quantity Limited—Superb Quality Cannot Be Duplicated Today!

Roy Jackson, N. B. C. studios, tells how to take ultra glamorous publicity shots such as this of Delma Byron.

The secret of dynamic pictures like this by George C. Maloney is explained in "Action Photography."

A N. Y. ad agency interrupted a big campaign by Johnson & Johnson to use this bewitching photo made by Roy Pinney. Torkel Korling explains how to take baby photos that bring up to $400.

Thousands of Delighted Users!

"Worth many times its cost."—B. A., Flint, Michigan. "Without it I should not have come as far . . . today I have established a flourishing photographic business."—N. L., Berwyn, Pa.

THESE 10 magnificent volumes comprise the most comprehensive, up-to-date, How-to-Do-It Reference Encyclopedia and Self-Instruction Course in Photography ever produced! Whether you are beginner, advanced amateur or professional, you will find in these books the answers to your questions about all branches of photography—from the planning of pictures to finishing! They will show you how to get more perfect results from your camera and darkroom equipment; give you thousands of new ideas that will make your photography more *pleasurable* and more *profitable!*

Greatest Faculty of Experts Ever Assembled!

Think of having at your instant command the help and advice of over 250 leading authorities such as Willard D. Morgan, John F. O'Reilly, Walt Disney, Paul Outerbridge, Margaret Bourke-White, Ansel Adams, H. R. Rockwell, Jr., Gregg Toland, Julien Bryan, Dmitri Kessel; scores of technicians and researchers from Eastman Kodak, Ansco, National Broadcasting, Leitz, Bell and Howell, Zeiss, Bausch and Lomb, General Electric! They have made every article easy to understand and they represent the last word in authority.

A to Z of Photography at Your Instant Command

Over 1,900 units of instruction cover the use of EVERY kind of camera, accessory and equipment! Still and Action Pictures, Black and White and Color Work, Silent and Sound Movies! The latest and best methods of lighting, exposure, development, printing, enlarging, finishing! Every division of photography such as Portraiture, Candid Camera and Theatre Work, Press Pictures, Advertising, Nature and Wild Life, Microfilming, Wirephotos, Photo Cartoons, etc.!

Most Lavishly Illustrated Work of Its Kind!

Over 8,400 pictures contributed by over 1,500 photographers! 472 FULL-TONE photogravure and FULL COLOR photography! Nearly 1,000 graphic, instructive line drawings! Over 7,000 delicately etched 150-screen black and white half-tones! All on finest quality coated paper to retain every fine detail of the originals! Bound in beautiful Emerald Green Morocco-Grained BUCKRAM—to withstand the hardest kind of use! All ornamentation is in GENUINE 23-KARAT GOLD that remains brilliant through the years! A truly De Luxe Library!

Whether Photography is your hobby or your career, you need this Encyclopedia. It will show you the way to finer results from your work, give you the thrills of new achievements. Quantity limited.

Use It for a Whole Week FREE!

Without obligation to you, we will ship you these 10 magnificent volumes for a week's enjoyment. If for any reason you are not delighted, just return it and owe us nothing. Otherwise remit the amazingly low price in easy installments as shown in coupon. National Educational Alliance, Inc., 37 West 47th Street, New York 19, N. Y.

(*Copyr., 1947 The National Educational Alliance, Inc.*)

Here Is Just a Partial List of Over 1900 Units of PRACTICAL How-to-Do-It Instruction

Action Subjects
Advertising Photography
Art in Photography
Artificial Light
Back Lighting
Bird Photography
Bromide Printing and Enlarging
Cameras and Accessories
Candid Photos
Careers in Photography
Cinematography, 8mm & 16mm
Color Photography
Commercial Photography
Developers and Developing
Enlarging
Exposure
Flashlight
Free-Lancing
High Speed Photography
Infra-Red Photography
Kodachrome
Lighting
Landscapes
Law and the Photographer
Markets for Photographs
Medical Photos
Miniature Cameras
Newspaper Photography
Night Photography
Nude Photography
Photomontage
Polarized Light
Portraiture
Printing
Retouching
Sports Photos
Stage Photography
Studio Arrangement
Table-Top Photos
Television
Toning Processes
Trick Photography
Visual Teaching
X-Ray Photos
Zoo Photography

—and hundreds of other subjects covering every other branch of photography.

Mail this FREE-TRIAL Coupon NOW

NATIONAL EDUCATIONAL ALLIANCE, INC.,
37 West 47th St., N. Y. 19, N. Y.

DO NOT WRITE IN BOXES
126
719

Please reserve for me, for a week's FREE enjoyment, a set of the ten volume ENCYCLOPEDIA OF PHOTOGRAPHY, in De Luxe Binding of genuine Emerald Green Morocco-Grained BUCKRAM, title plaques and ornamentation in real 23-KARAT GOLD.

Notify me when the books are ready to ship and I will send only $1 deposit. On receipt of it ship me the complete set prepaid for a week's free enjoyment. At the end of that time, I will either return the set and you will refund my $1; or I will keep the set, and will start then to remit for one volume each month the low price of only $5.00, plus a few cents postage. My $1 deposit will reduce payment required on last volume to $4.00. (Cash-with-order Price $45.00.)

Name.....

Address.....

City & Zone No..... State.....

SAVE SHIPPING CHARGES ON 7-LB. SHIPMENT by enclosing $1 deposit with this coupon. Same return privilege; refund guaranteed.

BEWARE PUBLIC LIBRARY

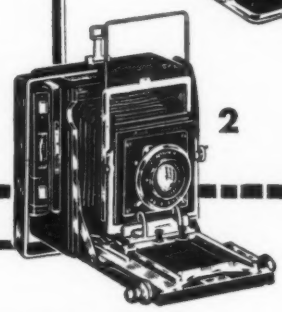
Trade in your used photographic equipment for one of these new cameras or any other equipment you are interested in

Willoughbys will give you a liberal trade-in allowance

If you have an old camera, projector, enlarger or any other salable photographic equipment that isn't being used because it's obsolete, or out of order, or inefficient, TRADE IT IN NOW. You'll get a very liberal allowance for your used equipment toward the purchase of one of the new cameras illustrated here or for any other equipment you are interested in. Tell us what you HAVE and what you WANT and we'll tell you just how large an allowance you can get for it on a trade-in.

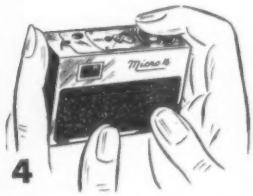
SIMPLY FILL IN AND MAIL THIS COUPON

1

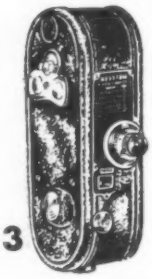


2

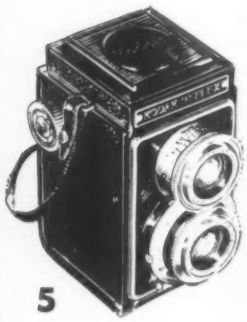
1. BRISKIN MAGAZINE 8MM CAMERA. A really fine, easy-to-operate camera. Amazingly compact, precision-built, handsomely styled in Morocco leather. Automatic Magazine Load. Coated lenses. Four speeds.
With F2.5 Lens ..... $ 99.50
With F1.9 Lens $122.50



4



3



5

6

2. 2¼ x 3¼ BUSCH PRECISION PRESSMAN CAMERA. A remarkable new concept of camera design and engineering, sets new high standards in press photography. Special exclusive features assure precision performance to micrometric accuracy. Fitted with Wollensak F4.5 coated lens in Rapax Shutter and Hugo Meyer Coupled Rangefinder. **$171.70**

3. KEYSTONE K8 8MM MOVIE CAMERA with F3.5 lens, interchangeable lens mount, audible footage indicator and built-in precision view finder. Also a special locking device to take your own picture **$54.50**

4. MICRO 16 CAMERA. Weighs approximately 9 ozs. Easy to carry. Easy to use. Smaller than a pack of cigarettes. $1.00 pays for film and printing of twelve 2½ x 3¼ pictures **$29.50**

5. KODAK REFLEX. You see the picture as you take it. Twin Kodak F3.5 lenses. Taking lens Lumenized. 7 speed Flash Kodamatic Shutter with built-in Flash Synchronization. Makes 12 negatives 2¼ x 2¼ on roll of 620 film. Carrying case included **$137.92**

6. CIRO-FLEX. A twin-lens reflex camera that gives you a print size view of the picture before it's taken. Compact, all metal. Equipped wih F3.5 Wollensak Velostigmat lens in Alphax Shutter. Takes pictures 2¼ x 2¼ **$76.98**
Leather Carrying Case **$8.50**

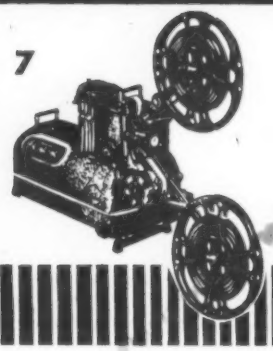
7. 16MM AMPROSOUND PREMIER "20". A light, compact and portable sound projector with extremely simplified design. For the home it brings professional quality sound projection and ease of operation **$540.00**

Willoughbys

where every employee is an OWNER interested in serving YOU

.... MAIL THIS COUPON TODAY

7



110 WEST 32nd STREET New York 1, N. Y.

WILLOUGHBYS 110 West 32nd Street, New York 1, N. Y.

I HAVE FOLLOWING:
Name of Equipment ..... Size .....
Model or Series ..... Maker .....
Lens ..... Shutter .....
Year of Manufacture .....
Condition .....
Accessories *(i. e. — Case, Filters, Attachments, etc.)* .....
.....

I AM INTERESTED IN: .....
Name .....
Street .....
City ..... Zone ..... State .....

DETROIT PUBLIC LIBRARY

THIS MONTH
IN PHOTOGRAPHIC AGE

SEPTEMBER

Miracle of Photography in Modern Industry

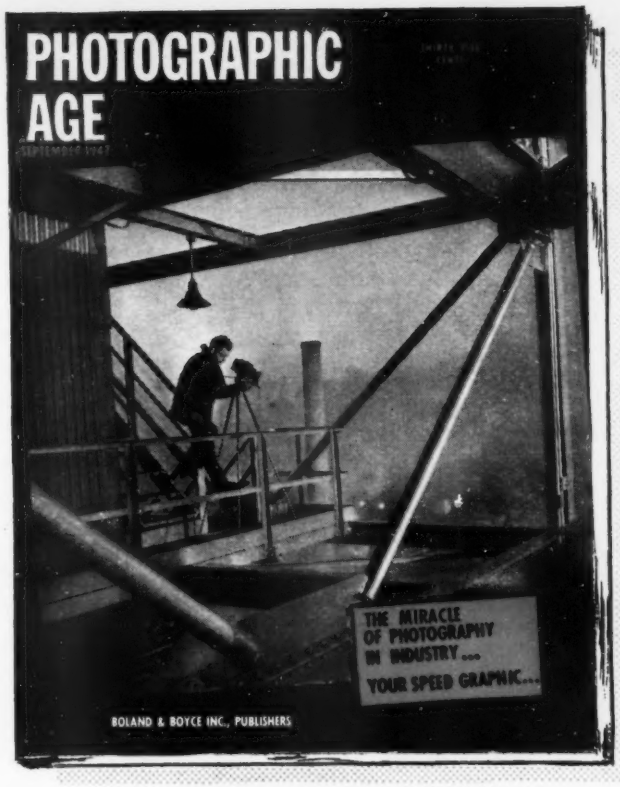
Presenting photography in its exciting new adaptations . . . describing new concepts and discoveries that are making photography the biggest new factor in business and industry today . . . Photography as you want to read about it. This article shows the entirely new developments in the new fields of photographic achievement. Business and industry now spend over $100,000,000 on these new uses of photography. It is a production and research tool in industry and engineering . . . photography is a force in our lives bigger than electronics! Take advantage of the NEW opportunities in photography. Send in your subscription to PHOTOGRAPHIC AGE today.

Your Speed Graphic

A complete technical description and all the uses of the remarkable Speed Graphic. Here you will find a thorough explanation and analysis of this camera. All its varied uses are described and all operating data are compiled into an article that is a fascinating story to all photographers. Indeed, this article makes the September issue a permanent reference for your library!

PHOTOGRAPHIC AGE is inaugurating a new group of articles on cameras and other equipment. For the purpose of helping you select new equipment and discover more uses and adaptations of that which you already have, these articles will be invaluable.

Send in for your first issue of PHOTOGRAPHIC AGE today.



Articles such as these

MONTH AFTER MONTH!

- COLOR PHOTOGRAPHY - BASIC THROUGH ADVANCED
- LIGHTING FOR ALL PURPOSES
- DARKROOM OPERATION
- ARTICLES AND SYMPOSIUMS ON ALL EQUIPMENT
- SUCCESS STORIES IN PHOTOGRAPHY
- CONSTRUCTION OF STUDIO AND LAB EQUIPMENT
- STORIES OF PHOTOGRAPHY IN BUSINESS & INDUSTRY
- KNOWING THE CHEMISTRY IN PHOTOGRAPHY
- BETTER PICTURES . . . FROM VIEW FINDER TO FINAL PRINT

Photography is an asset to ANY department in EVERY type of business. No matter what your position is . . . photography IS WORKING for you!

MANAGEMENT . . . Your company can use photography in hundreds of ways with much greater efficiency, profit, and prestige.

ADVERTISING . . . Photography is modern advertising's greatest tool.

SALES . . . The coming method of selling everything from needles to tractors. Controlled sound and vision selling through movies is being utilized by every company today.

ENGINEERING . . . Photography is a means of research into formerly inaccessible regions. It is an aid in styling and development of designs—a means of faster and more accurate planning.

RECORDS . . . All the facts and figures in a filing cabinet are condensed into your pocket or desk drawer through microfilming.

PRODUCTION . . . Photography will be used in the actual manufacture of every product by 1950!

TRAINING . . . In employee-training and orientation the ONLY thorough method is through films.

QUALITY-CONTROL . . . Photography is magic in it's ability to detect flaws. It saves lives, time, integrity and money through accurate inspection.

PHOTOGRAPHIC AGE is not sold on newsstands

SPECIAL OFFER
during SEPTEMBER and OCTOBER
15 ISSUES ONLY $3.00

Same day Service

PHOTOGRAPHIC AGE
460 Bloomfield Avenue
Montclair, New Jersey

SPECIAL OFFER COUPON

Please send me 15 issues of PHOTOGRAPHIC AGE for only $3.00

CHECK ENCLOSED BILL ME LATER

NAME. . . . . .
TITLE OR OCCUPATION. . . . . .
COMPANY. . . . . .
ADDRESS . . . . . .
CITY. . . . . ZONE. . . STATE. . . . . .

BOLAND & BOYCE INC., PUBLISHERS

DETROIT PUBLIC LIBRARY

PRESS

By A. J. EZICKSON

AN AMATEUR photographer again has scored a page one picture scoop. He is Peter Cocchio, 27, of Brooklyn, who obtained the first photo when the giant United Airlines "Mainliner" exploded and crashed in flames, killing 41 passengers and two of the crew on a takeoff from La Guardia Field in New York. A civilian employe of the Army Air Base at Newark, N. J., Cocchio was a night student at the Academy of Aeronautics at La Guardia when the plane crashed. An eyewitness of the disaster, he grabbed his camera, ran out of the building and saw a trail of fire—burning gasoline—leading across the nearby Grand Central Parkway to a marsh where the airliner had come to a halt.

By then the plane was aflame from nose to tail. With the one negative he had left in his camera, Cocchio took a closeup shot. The spectacular picture later showed the pilot, Capt. B. R. Baldwin, who had staggered out of the burning wreckage, silhouetted against the flaming plane. Cocchio related how he and other students helped the pilot into the school building and gave him preliminary first aid. Cocchio returned to the wreck to aid in rescue work, but the heat and flames were so bad it was impossible to approach the wreckage. He then rushed with his camera containing the one exposed film to the *New York Mirror* office where it was immediately processed and printed. It was a perfect shot—given a double-page spread in an early edition.

Ray Mills (right) of International News Photos, newly elected president of the Miami Press Photographers Association, is shown accepting the gavel from retiring president Michael Ackerman of Acme. Other officers elected are: Stephen Cresse, Ft. Lauderdale News, vice-president; Ernie Bennett, Miami News, secretary; Ted Frutkoff, Turf Pix, treasurer; William Kuenzel, Miami Herald, marshal, and Ed Killingsworth, assistant secretary.

THE law in Brooklyn deals harshly with persons who attack working news photographers. Magistrate Charles F. Murphy held three Brooklynites for trial after they had assaulted cameramen William Meuer of the *New York Daily News;* Harry Hirsch, *New York Daily Mirror,* and Seymour Zolotorofe, *New York Journal-American.* The photographers were taking pictures of Irving Cohen, who was awaiting sentence for grand larceny in the Mergenthaler Linotype Company swindle, when three relatives of Cohen rushed toward the cameramen and began to attack them. When the defendants, Norman Cohen, Sanford Cohen, and Samuel Okun, were brought before him in Week-End Court, Brooklyn, Magistrate Murphy refused to allow them to explain their actions to the court. "Not while I'm around," said Magistrate Murphy. "Do you think these men should risk their lives when some goon takes it into his head to beat them up? I have found that newspaper men and newspaper photographers are not only friends of mine but are friends of the people."

Acme

Margaret Mohlin, 20, chosen "Miss Photoflash of 1947" by the Chicago Press Photographers Association, is shown at Columbia Studios in Hollywood with Jean Louis, Columbia stylist, getting a fitting in one of the gowns she will wear as she plays a part in a Hollywood movie.

* * *

WILLIAM L. SEITER, *Detroit News* photographer, has been named first prize winner in a nationwide competition for newspaper writers and photographers conducted by the Propeller Club of the United States. The competition covered maritime developments in the past year. Seiter's prize-winning picture shows a tug pulling a barge on the Clinton River. He will receive $250, a plaque, and a trip to New York.

* * *

GOOD news for members of the West Virginia News Photographers Association! Governor Clarence Meadows has affixed his signature to membership cards for the association which gives members proper credentials on assignment in areas where they are not known to local authorities. Governor Meadows is an honorary member of the association. Presi-

(*Continued on page* 122)

The MAGAZINES

By Robert Fuhring

Executive Secretary of the American Society of Magazine Photographers

ALL IN THE FAMILY. Under contract to shoot fashion pictures for *Charm,* HAL REIFF was allowed to do several special photos for *Mademoiselle* on the condition that they not appear over his real name.

Of all his work, it was, of course, one of these shots that was singled out by the Art Directors Club for its 26th annual exhibition at the Metropolitan Museum of Art. In the printed program, a strange new by-line made its appearance: Vishnevskaia-Hal Reiff. The first part of it is his mother's maiden name.

* * *

Hal, incidentally, did eight *Charm* covers in a row and appeared in the magazine's "Contributor's" column. His early exposure and development in his father's studio were sketched, but his first photographic chore was overlooked. This was hosing out the bear rug in the back yard after each baby "sitting."

* * *

DICK TUCKER, the ballet and night-life photographer from Boston, is appearing in the magazines with double exposure lately. That is, his pictures appear, and so does he. It all comes from knocking

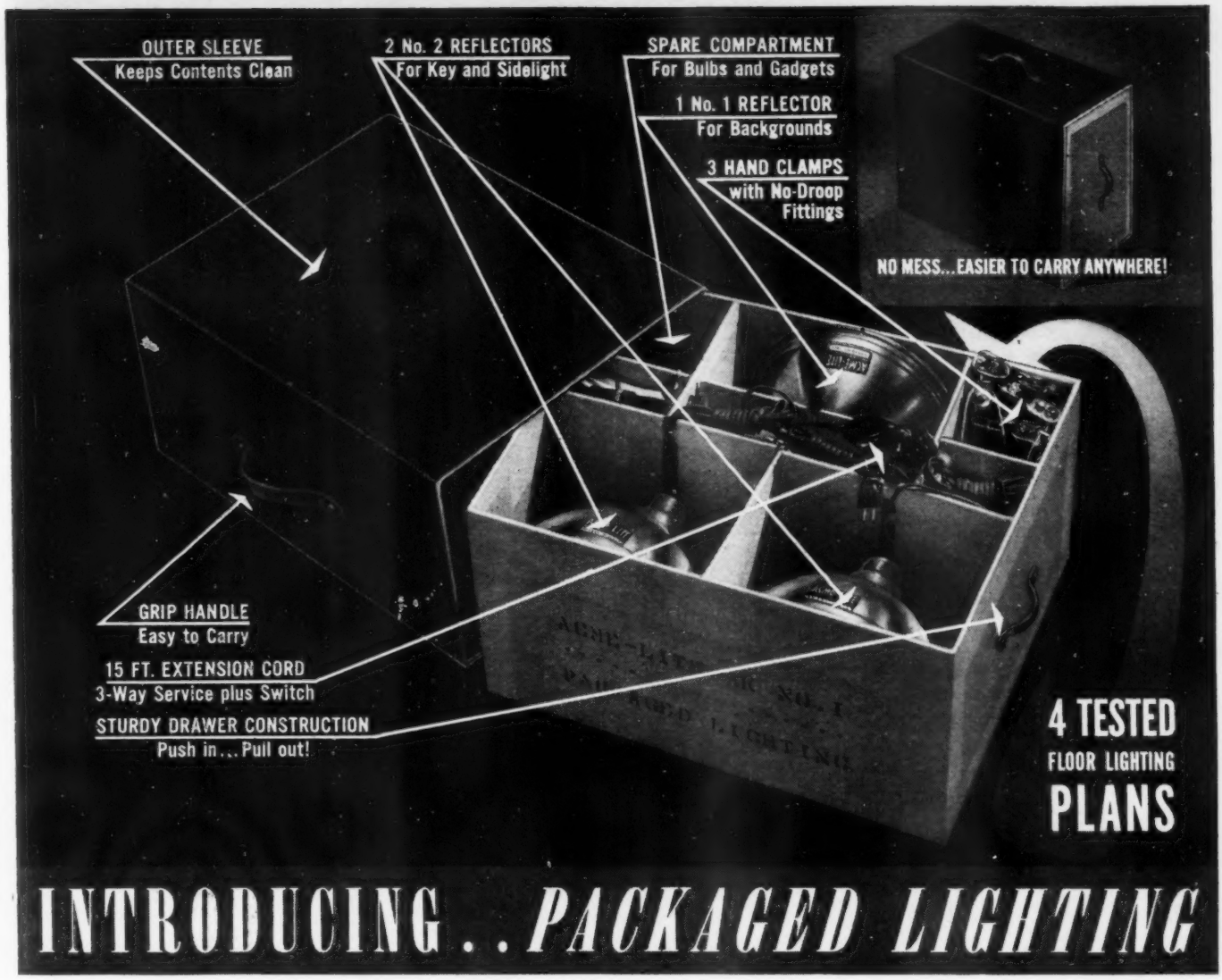
(*Continued on page* 127)

TABLETOP PHOTOGRAPHY

Yvonne Halsman

The latest piece of indispensable camera equipment invented by a resourceful magazine photographer is the Halsman Kitchen Table for Ocean Photography. Philippe Halsman (see sturdy male bathing beauty in photo) has been promoting his invention among fellow members of the American Society of Magazine Photographers. His simple, utterly impractical gadget was invented on a bathing-suit assignment in Florida for *Life.* Philippe called for waves to splash the model, and they obediently splashed—on both the girl and camera.

"A kitchen table," commanded the master, with that instantaneous recognition of the exact thing required—which some writers tell us is the mark of genius. The table worked, as the photo shows. Holding down one end of it is a spare model. On the other end is a famous spare tire known as Dick Pope, a big figure in Florida publicity. Halsman recommends such tables to all photographers doing beach work. "Never go out without one—and the heavier it is, the better," he advises.



INTRODUCING..*PACKAGED LIGHTING*

A COMPLETLY *NEW* LIGHTING IDEA

☆ ACME-LITEPAK No. 1 ☆

HERE'S a NEW indoor photo lighting development amateurs have needed for years . . a *complete* outfit, scientifically designed to give everything needed for correct lighting techniques, all in a single carry-all package . . *all at new low cost!* Now, you don't have to guess . . you don't have to take chances . . you save time and expense . . and, *you get better pictures.*

WHAT ACME-LITEPAK NO. 1 *IS:*

The new ACME-LITEPAK consists of a handsome, specially designed, durable container divided into several compartments. There is a separate section for each of the following items: (a) 2 clamp-on reflectors for No. 2 bulb, (b) 1 clamp-on reflector for No. 1 bulb, (c) 15 foot approved extension cord for 3-way service with switch, attachment plug, and 10 amp. switch-in-line, (d) compartment holding hand clamps and fittings, (e) spare compartment for several bulbs, (f) reinforced outer sleeve with grip handle . . you can carry LITEPAK like a suitcase.

WHAT ACME-LITEPAK NO. 1 *DOES:*

This new *PACKAGED LIGHTING* idea provides the exact number of scientifically shaped reflectors needed to produce better than average pictures. Enough light, correctly controlled, avoids under-exposure. And, to make sure that you get superior results we have included *4 tested lighting plans.* Simply position your lites as illustrated on the chart included in ACME-LITEPAK. You'll be surprised and delighted with the results. Then, when your pictures have been taken, simply pack each reflector and your accessories into the special compartments where they belong.

See ACME-LITEPAK No. 1 at your dealer's store. Write for book describing 30 New ACME-LITE Models including reflectors and stands . . the world's best lighting values.

"ACME-LITE YOUR WAY TO BETTER PICTURES"

ACME-LITE MANUFACTURING CO.

MAKERS OF FINER PHOTOGRAPHIC LIGHTING EQUIPMENT

401 NORTH WOOD STREET, CHICAGO 22, ILLINOIS

GEORGE LEVINE & SONS

CAMERA *Bargains*

EXCLUSIVE!
ALL CAMERAS
SHIPPED PREPAID!
Write Dept. L (Other mdse. is F.O.B. Boston: include enough for parcel post, or we will ship express collect.)

LEVINE'S PRICES
ARE LOWER!
LIBERAL TRADE-IN ALLOWANCES
10-DAY TRIAL! FULL GUARANTEE!

Budget Plan Available
10% DOWN
12 MONTHS to PAY
Write for Details

Reg. $27.50
CRAIG Editor Splicer
Outfit Surplus Special **$19.75**

WAS $800
F8 AERIAL 5 x 7 Camera
15" f 5.6 Woll.
FOR ROLL OR CUT FILM **$119.50**

VOKAR SLIDE PROJECTOR
"D" Reg. $15.90 **$9.95**
"ND" Reg. $24.50 **$14.95**
Bulb $1.00

Reg. $72
B & H EDITOR OUTFIT
INCLUDING VIEWER
Surplus Special **$49.50** Complete

G. E. Latest DW58 Exposure Meter
with ASA Rating **$19.95**

Manufacturers' Closeouts!
RADATRON Speedlite, comb. A.C. Battery, Reg. $250. Special $175; double Reg. $297. Special $225
MONARCH Electroflash, Reg. $212. Special $125; Double Reg. $272. Special $165; Triple, Reg. $342. Special ..$198.00
HELIOFLASH Super-Speed Unit with built-in photo-cell unit, twin-light, 2 outlets, Reg. $245. Special $149.50. Double Reg. $281. Special ..$174.50

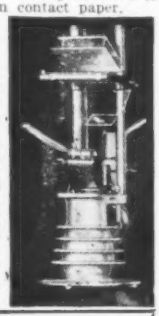
● BRAND NEW SPECIALS
MERCURY II OUTFIT—Save $14.00!
UNIVEX MERCURY II, f2.7 coated, case, flash, shade, 3 filters, list $106.90, all for only **$92.90**
PERFEX DELUXE OUTFIT
New, latest, 1947 Improved Model! Perfex 55 "DeLuxe," f2.8 coated, cpld. r.f., E.R. Case, three filters, sunshade, 3 rolls film, total list $111.15 for only.....**$99.50**
YOU SAVE $11.65!
(Perfex flashguns available $8.75!)
FAIRCHILD, NEW LATEST MODEL
F-258 (redesigned K-20) AERIAL camera with viewfinder and Graflex cutfilm holder.....**$295.00**
Case $14.75; filters $4.00; focusing device **$65.00**

● 35MM Telefoto Lenses
CHROME 85mm f4 Triotar telephoto lens (Contax), feet, new **$150**
135mm f4 Sonnar (Contax) meters, new $175; same like new ...**$150**
CHROME f1.5 Xenon (Leica), in meters, new **$225**
HEKTOR 73mm f1.9, meters, (Leica), coated, new **$165**
CHROME Tele-Xenar f5.5, 18 centimeter, meters, (Kine-Exakta,) as new, **$150**
CHROME Tele-Xenar f5.5, 15 centimeter, (Kine-Exakta) meters, new **$150**
CHROME Triotar f4, 135mm (Kine-Exakta) meters, as new **$150**
HEKTOR 135mm (Leica) feet, f4.5, new **$175**
13½cm centimeter, f5.5 Dr. Staeble, uncoupled (Leica) used **$70**

National Mail-Order Distributors

APAC PROJECTION PRINTERS
A vertical Rapid Projection Printer—takes Memo size to No. 116 strip or cut-film—for mass production of enlargements on contact paper.

STANDARD MASTER
With Electronic Timer, coated lens, and production table.
PRESTO "M" (Memo to 1½x1½"), case $164.50
PRESTO "MC" Color Model, case $197.17
(Numerator for "M" or "MC," $31.25)
Write for literature



CAMERAS WANTED!!
Highest cash prices for desirable used cameras, etc., particularly for foreign imported cameras!! No dickering—no shopping around, no guesswork. Ship your camera today. We'll mail you a check for the exact dollars-and-cents value by return mail; or ship Railway Express Collect, insured, C.O.D., and marked: "Allow examination privilege."

● ACCESSORIES
MINI PRO Jr. Tripod & head.....$69.50
GOLDE Nu-Manumatic slide proj. 300 watt, blower 44.50
KILBORN Contact Paper, 250 sheets, 8x10, D.W., #2 Matte. Special.. 2.95
"FOTO-DYNE" Remote Control Multiflash Unit 27.65
MORSE M40 Electric print straightener Reg. $70, Special..... 39.50

"PROF. JR." TRIPOD WITH HEAD AND CASE
5 yr. Guarantee
Reg. $183.75. Special **$129.50**

CUT-FILM HOLDERS
2¼x3¼ Graphic-type, 3¼x4¼ or 4x5 .....$ 3.98
5x7 or 8x10 Graphic-type..... 4.75
FILM-PACK ADAPTERS
9x12 (uses 3¼x4¼) 5.50
6x 9 (uses 2¼x3¼) 4.95

FILMEL 9x12 DOUBLE CUT-FILM HOLDERS
To fit 9x12cm "plate" cameras.
A lightweight, all-metal double-sided holder, as thin as one single holder—and lighter!
- Special built-in sheath; easier to load—and unload!
- Fits most standard 9x12cm cameras such as Zeiss Maximar, Inagee Duplex, Bee Bee, Voigtlander Avus, Recomar, etc.
- Takes popular standard 3¼x4¼ cut-film.
- Durable—Guaranteed.

$3.95 (plus 32c tax)

ATTENTION LEICA & CONTAX OWNERS!
REFLEXSCOPE!
Reflex-focusing for your telephoto lenses. Magnifies image 5 times. Complete with double cable-release, etc...**$195**

● USED CAMERAS
MERCURY II, coated f2.7.....$45.00
Case 4.50
RETINA II, f2.8, $165, f2..... 175.00

YOUR CHOICE $49.50!
9x12 (3¼x4¼) CUT-FILM-PACK CAMERAS; double extension; excellent condition.
ZEISS Maximar f4.5 NOVAR in compur
ZEISS DONATA f4.5 DOMINAR in compur
VOIGTLANDER Bergheil f4.5 Skopar in IIISOR
ZEISS Trona f6.3 Goerz Dogmar in chrome with cpld. R.F.
ZEISS Ideal f6.3 Zeiss Tessar in compur
ORION 4x6 f4.5 Meyer Helindan in Ibsar
6x9 (2¼x3¼) CUT-FILM-PACK CAMERAS; double extension; excellent condition.
VOIGTLANDER AVUS f4.5 Skopar in latest compur
KAWEE f4.5 STEINHEIL in latest compur
VOIGTLANDER f4.5 Schneider in latest compur
HAPPY f6.8 Goerz DAGOR in Acme
BENTZIN Primar (very thin) f4.5 Skopar in latest compur
ZEISS MAXIMAR f4.5 Dominar in compur
CONTESSA Nettel f4.5 Dominar in compur
BUSCH f4.5 Busch GLAUKAR in compur
CUT-FILM holders for above..$1.95 each
DOUBLE cut-film holders.... 3.95 each
FILM-PACK adapters ..... 4.95 each
CARRYING CASES ..... 4.50 each
ORDER NOW! STATE 2ND CHOICE

ANNIVERSARY Speed Graphic 3¼x4¼ f4.5 lens, cpld R.F., flash gun $225.00
BUSCH PRESSMAN f6.3 $75; f4.5.. 89.50

BARGAINS IN USED CASES!
Excellent Condition—For these Cameras: Perfex, All Argus models, Rolleicord & Rolleiflex, Foth Derby, Dollina, Graflex, Kodak, Voigtlander, Ansco, Leicas, All Movie Cameras, 9x12 and 6x9 cameras. (Specify make and model with order.) **$3.50**

● SPEEDLITES
All Guaranteed 6 Months

ALL PRICES INCLUDE FED. TAX

SYNCHROTRON
New Model AC Studio Speedlite. Weighs 10 lb., 4¾x5½x7½! With built-in FOTO-EYE Multi-flash. Two or more lights can be flashed together by remote control. Available with G. E. Sealed-Beam or regular G.E. tube and standard reflector. **(Built-in modeling light $10 additional.)** Certified Guide #320. 100,000 flashes! Small, light, really portable **$125**

SEMITRON
Featherweight—only 7½ lb. Standard dry-cell batteries. Built-in Foto-eye multi-flash. 4¾"x5½"x7½". 1/10,000 sec. flash. Up to 12 flashes per minute. Guide #180. Audio-tel Buzzer for ready signal. (Lea. Case extra.)..... **$175**

Announcing RADATRON II
New latest improved model: Greater light output—cold cathode tube—new circuit—Guide # now 260! Built-in photo-electric multi-flash.
(Cell & Cord Extra)
All-purpose combination Speedlite! Built-in charger. 2 built-in outlets. 100,000 flashes per tube — 1/10,000 sec. flash — 6 flashes a minute—200 flashes without recharging.
Standard Model **$198**
Master Model with 2 lights **$250**

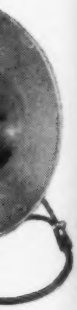
MASTER PHOTO DEALERS' & FINISHERS' ASSOCIATION — A National Organization — MEMBER

GEO. LEVINE & SONS CO.
55 BROMFIELD STREET, BOSTON 8, MASS.
HANCOCK 6267

"OVER A QUARTER CENTURY"

ble

PAY



lb., 4¾x
n. Two or
e control.
G.E. tube

$125

ut—cold
Built-in

198

250

APHY

HAROLD H. COSTAIN

The Things You Want...

Of course you want a home of your own—perhaps a new car—most certainly, happiness and security for your loved ones! Are you assured of these in your present job? If so, you are indeed fortunate. But, if you cannot see this happy future before you, decide right now to *study photography at home.*

Photographic training can give you *financial security* in work that you will enjoy doing. New York Institute Home Study Training will help you get the things you want. Our files hold hundreds of letters from N. Y. I. Home Study graduates who are now successful professional photographers. They no longer worry about punching time clocks in the morning or pink slips on payday. They are ambitious men and women who studied at home in their spare time while they held other jobs and continued their normal home life.

The New York Institute of Photography has a background of 37 years of photographic training for men and women who wish to get ahead. It is the oldest and most famous photographic school in the country. Our Home Study Courses are planned to make your advancement simple and rapid, even if you have had no previous experience. The teachers who work with you are outstanding photographers, and our Home Study students receive constant help and practical ideas for the improvement of their work.

Courses include Commercial, Advertising, News, Fashion, Industrial, Portrait, and Color Photography. Our pay-as-you-learn plan is easy on your budget, *and no expensive equipment is necessary.*

Remember, experience is the best teacher—our experience makes us *your best teacher.* Send the coupon *today* for full details.

NEW YORK INSTITUTE of PHOTOGRAPHY
10 WEST 33 STREET
NEW YORK 1, N. Y.

PHILIP GENDREAU

RESIDENT TRAINING

Our spacious studios and laboratories are devoted exclusively to resident photographic instruction under the guidance of highly-trained, *fulltime* expert instructors.

- Nine studios equipped with every up-to-the-minute facility for top-notch professional results.
- Retouching studio with a unique method of individual fluorescent illumination.
- Twelve airy printing and enlarging rooms containing the latest equipment.
- Glass enclosed, stainless steel chemical laboratory.
- Available under G. I. Bill of Rights. Write today for full details.

Leadership SINCE 1910

New York Institute of Photography, Dept. 99
10 West 33 Street
New York 1, N. Y.

37th YEAR

Please send me your beautiful four-color catalog illustrating all the different phases of photography and describing N. Y. I. Home Study Courses.

Name.....
(Please print)

Address.....

City.....Zone.....State.....

DETROIT PUBLIC LIBRARY

PIX-QUIZ

Here's another set of photographic puzzlers, helpfully complicated by Popko's inimitable illustrations. Pick up your pencil, sharpen your wits, and see how high a score you can make on this month's Pix Quiz. Remember to put a check in the box before the correct answer, and when you have completed the quiz, you can find the correct answers on page 150. If you can credit yourself with only one right answer—cheer up, for there's always next month. Two right is average, and three right is up at the head of the class.

I Could monomethyl paraminophenol sulfate be a bacteriologist's name for an ordinary house-fly? Perhaps, but a photo-lab expert would label it as

- ☐ 1. a type of photo-neuroses, described by the famous Freud as "hypo-inhibition."
- ☐ 2. Metol, a developing agent.
- ☐ 3. an alum solution used to harden photographic emulsions after processing.
- ☐ 4. a restrainer for choride emulsions.
- ☐ 5. an athletes-foot remedy.

submitted by R. W. Macri, Dallas, Texas

II Is "Actinic Ray" the nickname of Raymond Dzepleswicz, enthusiastic little camera collector, or is it

- ☐ 1. the radiation from a special sun lamp.
- ☐ 2. those portions of the electromagnetic spectrum affecting photographic emulsions.
- ☐ 3. radiations due to sun spot activity, visible only through Polaroid.
- ☐ 4. wavelength similar to infrared, used in a new rapid development process.
- ☐ 5. "Death-Ray" claimed to destroy everything but mice and men.

submitted by Frank H. Tooker, West Orange, N. J.

III No, "spotting" is not a way to check a change of course aboard an ocean liner, but photographers know it as

- ☐ 1. a process of removing lipstick from white shirts.
- ☐ 2. focusing a spotlight.
- ☐ 3. retouching small imperfections on a negative or on a print.
- ☐ 4. painting over a sound track at spliced scenes to prevent them from making a noise when passing over the sound drum.
- ☐ 5. using your hands to dodge parts of a print, while making an enlargement.

submitted by R. M. Johnston, Glendale, Calif.

Popular Photography's Traveling Salons

Popular Photography's Traveling Salons, which are made up of the prize-winning pictures entered in our picture contests, are available free of charge for exhibit at libraries, museums, department stores, banks, public utility offices, or any other organization or institution open to the public. If a Popular Photography Salon has not been exhibited in your city ask your local camera club officers, photographic dealer, librarian, department store manager, or banker to write Popular Photography Traveling Salon Dept., 185 N. Wabash Avenue, Chicago 1, Illinois, for information.

Fourth Salon

Brattleboro, Vt., Brattleboro Camera Club, September 16 to September 30.
Cincinnati, O., Camera Club of Cincinnati, August 1 to August 15.
Fort Madison, Ia., Fort Madison Camera Club, September 2 to September 16.
Lewisburg, Pa., Bucknell University Camera Club, October 15 to October 29.
Manitowoc, Wis., Manitowoc Boston Store, September 1 to September 15.
Milwaukee, Wis., Boston Store, August 1 to August 15.
Mt. Vernon, O., Mt. Vernon Camera Club, October 1 to October 15.
Oshkosh, Wis., Boston Store, August 16 to August 30.
Painted Post, N. Y., Painted Post Camera Club, August 1 to August 15.
St. Joseph, Mo., St. Joseph Camera Club, October 1 to October 15.
St. Louis, Mo., Federal Reserve Camera Club, October 15 to October 29.
State College, Miss., Mississippi State Camera Club, September 17 to October 1.

Third Salon

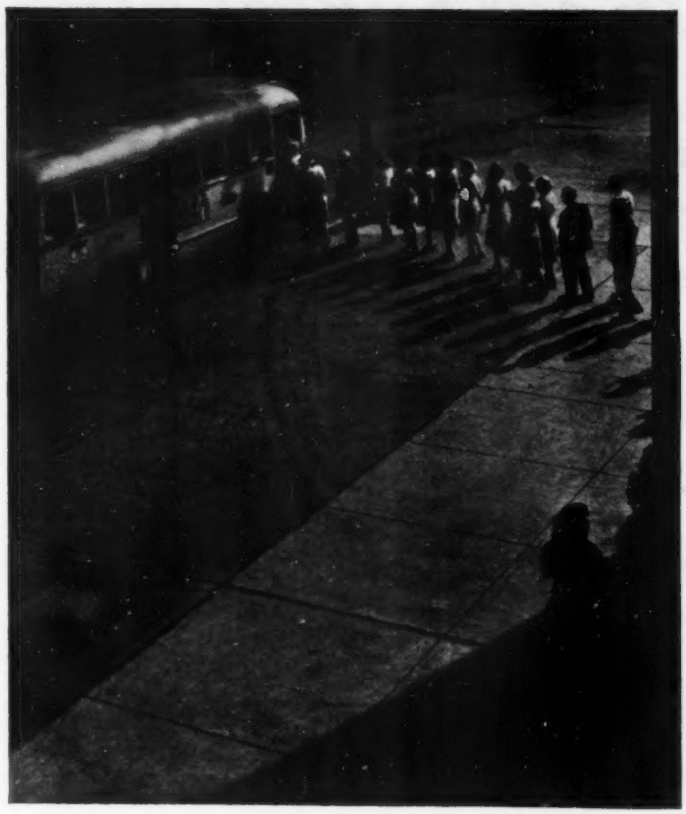
Detroit, Mich., MacKenzie Union Camera Club, September 8 to September 22.
Farmington, Mo., Howard's Studio, September 2 to September 16.
Garfield, N. J., Garfield High School Annex, September 16 to September 30.
Knoxville, Tenn., Tennessee Eastman Corp. Camera Club, August 11 to August 25.
Lima, O., Lima Camera Club, October 15 to October 31.
Manistique, Mich., Manistique Camera Club, October 15 to October 31.
New Castle, Ind., Keystone Lookout Class of First Christian Church, October 15 to October 31.
Owatonna, Minn., B. W. Johnson Gift Shop, August 11 to August 25.
Pella, Ia., Central College, October 1 to October 15.
Putnam, Conn., Grube Camera Shop, August 1 to August 15.
Wabash, Ind., Wabash Camera Club, September 8 to September 22.

Second Salon

Ashland, O., Ashland Photographic Society, July 29 to August 19.
Centralia, Ill., Egyptian Camera Club, August 1 to August 15.
Everett, Wash., Everett Junior College, September 2 to September 16.
Fort Atkinson, Wis., Fort Camera Club, September 2 to September 16.
Fort Wayne, Ind., Co-Ed Camera Club, October 1 to October 15.
Hillsboro, Kan., Tabor College, October 1 to October 15.
McKeesport, Pa., Carnegie Free Library, September 2 to September 16.
Mt. Vernon, Ill., Mt. Vernon Camera Club, October 1 to October 15.
Portland, Oreg., Y.M.C.A. Camera Club, August 4 to August 18.

First Salon

Akron, Ohio, Akron Camera Club and Buckeye Camera Guild, September 2 to September 16.
Bedford, O., Cuyahoga County Public Library, August 1 to August 15.
Hopedale, Mass., Hopedale Community House, September 2 to September 16.
Kenmore, N. Y., Nixon Camera Shop, August 1 to August 15.
Kingsport, Tenn., Civic Auditorium, October 1 to October 15.
North Manchester, Ind., Manchester College, October 1 to October 15.
Oklahoma City, Okla., Dee's Photo Supply, August 1 to August 15.
Sycamore, Ill., Sycamore Camera Club, September 2 to September 16.
West Lafayette, Ind., Purdue Camera Club, October 1 to October 15.



5:15 by J. Elwood Armstrong, member Photographic Guild of Detroit—Winner in 3rd Annual Dassonville Print Competition. This print, which has been exhibited in 20 salons to date, is made on Charcoal Black B.

Leading photographers make good pictures better

Trail's end in photography is the paper your picture is printed on. Here is the market place where your work meets the critical eyes of the observer. On the expressive surfaces of Dassonville Charcoal Black and Charcoal Ember leading photographers are making good pictures better. This was dramatically demonstrated in the recent Dassonville International Print Competition where the world's top amateurs and professionals vied for high honors.

Charcoal Black, a fast bromide, provides strong blacks and pure whites. Charcoal Ember, a warm-toned chlorobromide, possesses wide latitude in exposure and development. Both papers in your darkroom afford an exquisite medium for achieving e-x-t-r-a qualities in moods and expressions. Ask for them at your favorite Dassonville dealer, or write for brochures.

Charcoal Black *Charcoal Ember*

DASSONVILLE CO., LTD.

NEWTON, NEW JERSEY

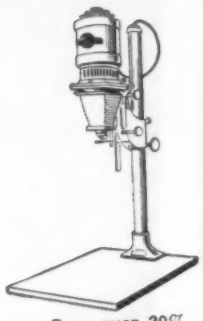
It's easy to buy with our budget plan!

As little as 10% down...up to 12 months to pay... on all purchases of $35.00 or more.

RELIANCE ELECTRONIC FLASH

Guaranteed Synchronization!

The newest electronic flash on the market—in a newer, light weight compact size—unexcelled for never-miss synchronization — and available now at a substantial saving over other models. Produces not less than 10,000 flashes to 1/5,000th second from one bulb. Fits all cameras with cocking type shutters or with built-in synchronization. Power-pack unit weighs only 7 lbs. Complete with power-pack, saddle leather case, gun, reflector and bulb..... **$69.50**

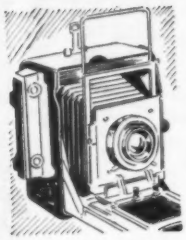


Save over 20% ON NEW DEJUR VERSATILE II ENLARGER

Accommodates all negatives from 35mm to 3¼x3¼". Aero-Teck ventilation; condenser system; die-cast construction; ball-bearing mounting; dual-type controls; extra long bellows and wall projection. Complete with 3½" F:4.5 coated Ilex enlarging lens. Regularly $126.00. Special for a limited time only..... **$99.00**

ALBERT ENLARGING EASEL

Chrome plated frame, automatic alignment. 11x14"..... **$19.26**



2¼x3¼" BUSCH PRESSMAN CAMERA

A top quality precision camera for cutfilm, film packs or plates—Equipped with Kalart Rangefinder, F:4.5 Wollensak lens and Rapax shutter.... **$171.70**

ALSO AVAILABLE WITH 101MM

F:4.5 coated Ektar lens in Kodak Flash Supermatic shutter and Kalart Rangefinder..... **$189.50**

CAMERA GADGET BAG

Strong leatherette bag 10x8x3¾" to hold most sizes of cameras. Has 2 pockets for accessories and shoulder strap. Zipper closing. A $3.95 value. Special.... **$2.99**

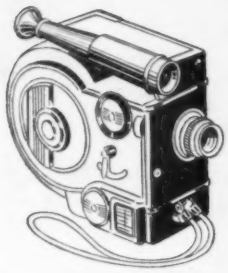
More Than 20% Saving on 4x5 Dejur

VERSATILE PROF. ENLARGER

Accommodates all negatives from 35mm to 4x5". With polished precision condensers; micrometer scale; distortion control; tilting head; dual draft ventilation. Complete with negative holder, lamp, lens board and F:4.5 coated anastigmat enlarging lens. Regularly $210.00. Special **$166.25**

CINKLOX MOVIE CAMERA

16mm with 3 speeds, equipped with F:2.5 Wollensak coated lens **$76.15**



REVERE 8MM MAGAZINE CAMERA

With new simplified magazine loading for black and white or color and all latest improvements. Equipped with universal focus Bausch & Lomb F:2.8 coated lens.... **$127.50**

FILMO SPORTSTER 8MM MOVIE CAMERA

Improved and refined, with new 3-dial exposure calculator; fast, color corrected lens; and new, longer film run. With F:2.5 coated lens..... **$102.61**

FREE ON REQUEST

NEW MIDSUMMER CATALOG

48 pages packed with all the latest available photographic equipment. Complete listing of chemicals, paper and many other needed supplies and accessories.

Send for Your Copy Today!

SPECIAL SALE OF USED EQUIPMENT

Every item guaranteed in perfect operating condition and sold on 10-day money back trial. Many look practically new and can be identified by the notation "Like New" or "L.N." in the listing below.

35mm Miniature Cameras and Accessories—Like New

Jubilette, F:2.9 Trioplan, Compur.... $59.50
Clarus, F:2.8 Wollensak coated, coupled Rangefinder, Eveready case.... 99.00
Leica Standard, F:3.5 Elmar..... 87.50
Liotax (Jap Leica), F:3.5, cpld. RF... 99.50
Leica F, F:3.5 Elmar, Black model.... 175.00
Leica G, F:2 Summar..... 230.00
Elmar Lens, 50mm F:3.5..... 59.50
Leitz Vidom Finder..... 39.50
Leitz Univ. Finder, self-erecting..... 47.50
Perfex DeLuxe, F:2.8 coated lens.... 74.50
Leica IIIC, F:3.5 Elmar, coated..... 297.00
Leica IIIC, F:2 Summitar, coated... 375.00
Contax III, F:1.5 Sonnar..... 375.00
135mm F:4.5 Leica Hektor telephoto lens..... 119.50
90mm F:4 Leica Elmar telephoto lens. 89.50

Other Like New Miniature Cameras

2¼x2¼" Rolleicord II, F:3.5, with Abbey Flashgun and case..... $175.00
2¼x2¼" Korelle I, F:3.5 Victar, cse.. 105.00
2¼x2¼" National Graflex II, 3.5, cse.. 87.50
2¼x2¼" Korelle II, F:2.9 Victar, cse. 129.50
2¼x2¼" Noviflex, F:2.9 Trioplan.... 69.50
2¼x2¼" Altissa, F:4.5 Victar, Comp.. 34.50
2¼x2¼" Zeiss Super Ikonta "B", F:2.8 Tessar..... 205.00
45x105mm Heidascope Stereo, F:4.5 Tessar..... 99.50

Press, Graphic, Graflex Cameras

2¼x3¼" Busch Press, F:4.5 coated Wollensak, Alphax shutter. Like New.... $129.50
5x7" Graflex B, no lens..... 89.50
4x5" Auto Graflex, 4.5 B&L Tessar.. $199.50
4x5" Graflex Compact, 4.5 B&L Tess. 126.00
4x5" Auto Graflex, F:3.5 Xenar..... 159.50

Movie Equipment

8mm Univex Turret Camera with ½" lens, 1" telephoto lens and case..... $42.50
8mm Bolex L8 Camera, F:2.8 Yvar in focusing mount, like new..... 99.50
8mm Cinemaster II, F:1.9, like new.. 87.50
16mm Victor 3 Camera with F:3.5 Dallmeyer in focusing mount..... 99.50
16mm Filmo 70A Camera with F:3.5 THC lens and case..... 74.50
8mm Keystone K8 Camera, F:2.5 L.N. 51.70
16mm Amprosound "X" with speaker. 295.00
8mm Ampro "8" Projector & case. L.N. 129.50
8mm B&H Filmomaster Projector, 500-watt, 400-ft. capy. and case..... 149.50
16mm Natco Sound Projector and case, was $479.00. Like New..... 399.00
16mm Valette Silent Projector, 750-watt, 2,000-ft. capy. Case. L.N..... 169.50

Lenses

B&L Portrait 24" F:6.8, barrel..... $109.00
Schneider Xenar 48cm F:4.5 in No. 5 Studio Shutter..... 295.00
Ilex Paragon 14¾" F:4.5, barrel..... 139.50
Zeiss Triotar 21cm F:3.5, focusing mount, barrel..... 143.75
Zeiss Triotar 18.5cm F:3.5, barrel... 99.50
Hugo Meyer Double Plasmat 7" F:4.5, focusing mount, barrel..... 135.55
Zeiss Tessar 6" F:4.5, foc. mt. bbl.... 64.50
Zeiss Tessar 5¾" F:2.7, barrel..... 105.00
Goerz Dagor 6" F:6.8 in shutter..... 75.00

All Prices Include Excise Taxes—10-Day Money Back Trial
We Pay Most Cash for Used Cameras, Lenses, Projectors

CENTRAL CAMERA CO.
Photographic Headquarters Since 1899
CENTRAL CAMERA COMPANY CCC SINCE 1899
230 S. WABASH
CHICAGO 4
ILLINOIS

Faster! Speed counts when you photograph wild life; and you get your camera on your subject *faster* with the Markfinder. Guide lines appear to be projected on the image itself. Cross-hairs show the center of the subject. You correct your aim instinctively.

More! You see *more* with the Markfinder because the actual area covered in the finder is 25% greater than will appear on the film. By seeing more of your subject you frame your picture more expertly. Automatically you preselect the best composition.

Exactly! You see *exactly* with the Markfinder because you see eye to eye with the lens of your camera. The area that appears within the guide lines is the area that will appear in your picture, and the cross-hairs indicate the center of your actual exposure.

First and only Candid Camera with war-born "*Markfinder*"

* TRADEMARK

*Markfinder**

Now for the first time a 35 mm. camera is available equipped with a Markfinder showing you MORE field than your lens will take. Crosshairs at the center and guide lines at borders help you to preselect the composition of your actual picture. Now you can frame, compose and shoot your 35 mm. pictures FASTER and be sure of better results — thanks to Markfinder!

ONLY ARGUS HAS THE MARKFINDER

New argus 21 *makes Camera History*

Giving aerial gunners a means of pre-correction of aim saved countless lives in war. And now, developed from its war-time laboratory craftsmanship, Argus gives candid camera users pre-correction of their photographic shots. This new Argus 21 follows the lead of the Argoflex twin-lens camera, which shows you the picture before you take it.

And note these additional features of the new Model 21: Coated *f* 3.5 color-corrected lens... Accurate behind-the-lens shutter with speeds up to 1/200... Built-in synchro-flash with 5 and 20 milli-second adjustment... Exposure Counter... Double exposure guard... New streamlined styling... Saddle leather carrying case. See your favorite photographic dealer and ask him to show you the new Argus 21, the camera with the amazing Markfinder.

argus

ARGUS, INCORPORATED, ANN ARBOR, MICH.

FEDCO MADE IN U.S.A. ·· FIRST IN THE DARKROOM

FEDCO DeLUXE SHEET FILM TANK

An outstanding new design of developing tank for all sheet film and film pack from 2¼ x 3¼ to 4 x 5, including centimeter sizes. Load in darkroom then process the film in white light. Takes 12 or less sheets without bending or creasing. Reel can be inserted in either position; locks positively for all sizes. Central pouring opening for rapid filling, with agitation rod and thermometer well. Pouring lips at either end for emptying. Metal loading fixture makes loading simple and rapid.

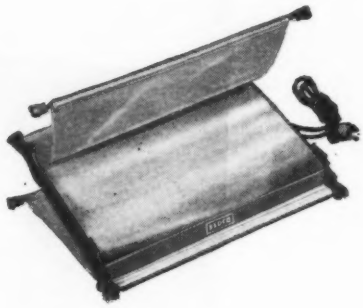
$7.95 Tax Included

FEDCO PRINT DRYERS

Polished aluminum drying surface for uniform heat distribution and even temperature on glossy or semi-matte prints. Accepts ferrotype tins. Specially designed heating unit assures quick drying with no danger of scorching. Heavy, washable, pre-tested canvas keeps prints flat, dissipates moisture. Canvas held under tension at all times. AC or DC.

Model 100—Single surface, size 11½ x 15 ..... **$ 7.75**
Model 200—Twin surface size, 11½ x 15 ..... **11.00**
Model 300—Super Twin surface, size 16½ x 20½ **21.95**

Tax Included in Above Prices



FEDCO ADJUSTABLE ROLL FILM TANK

Plastic tank with the familiar red top. Accommodates all popular sizes of roll film from 35mm to 116. Made of acid-resisting plastic with spiral feed reel and positive locking cover. Central pouring well accepts thermometer, agitation rod. Adjustable spiral feed reel only **$1.25.**

$3.10 Tax Included

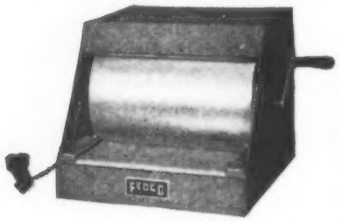
Fedco Sheet Film Tank . . . Takes sheet film and film pack up to 2¼ x 3¼. Holds 12 films in circular reel. Reel only **$2.00.**

$3.85 Tax Included

FEDCO FOCUS-RITE

A necessity for enlarging. See the image right-side up and in sharp focus. Slide it anywhere on the easel, focus a bright image instead of straining your eyes! When the negative is sharp in the Focus-Rite, it is sharp on the paper. Weighs only ounces yet provides a full two-inch image for focusing.

$2.75 Tax Included



FEDCO MOTOR-DRIVEN DRUM PRINT DRYER

A compact unit for the bench. Dries up to sixty 8 x 10 prints per hour. Prints up to 14 inches wide may be fed into the dryer, and any number of prints up to that total may be fed in at one time. Pre-shrunk canvas belt holds prints firmly against drum. Occupies space only 18" square, 15" high. Chrome surfaced drum takes glossy or matte prints. 110 volts AC or DC.

FEDCO MADE IN U.S.A. *Products*

37 MURRAY ST., NEW YORK, N.Y.

OMAG Filters—genuine solid optical glass—colored in the mass—precise, permanent, perfect.

Ordinary Filter — colored gelatin film-between-glass sandwich or indiscriminately tinted commercial glass.

It's Easy...with OMAG Filters

Use OMAG* Filters and watch your photography take on snap and sparkle with that "professional" look. Slipped over the lens of your camera before you shoot, an OMAG Filter captures the wide range of contrasts and all the detailed highlights and extra beauty of your pictures.

OMAG Filters are no ordinary filters. Heat, exposure and dampness can't affect them. They're made to last a lifetime! For black and white and color photography . . . for still and movie cameras . . . you can depend on OMAG Filters for perfect pictures . . . every time!

Look for Chess-United's OMAG Display Cabinet on your dealer's counter. It makes it easy for you to select the filters you need. For further information see your dealer—or write direct. Be sure to mention your camera and lens and dealer's name.

Chess-United Co., Inc.

Dept. 56
95 Madison Avenue, New York 16, N. Y.

*REG. U. S. PAT. OFFICE

NEW CAMERAS & EQUIPMENT COMING IN

By Leaps and Bounds

At "One of Americas Great Camera Stores"

USED CAMERAS FULLY GUARANTEED

Many of these fine cameras are in such excellent condition that they can hardly be told from new. Some are used, but all are FULLY GUARANTEED.

National Graflex, f 3.5 BL Tessar, case	$ 64.50
Robot II, black, Biotar f 2, case	139.50
Standard Rolleiflex, f 3.5 CZ Tessar, case	149.50
Standard Rolleiflex, f 3.8 CZ Tessar, case	134.50
Universal Mercury II, f 2.7 coated lens	52.50
Jubilatte, 35mm, f 2.9 Compur	49.50
9x12cm Bee Bee, f 4.5 CZ Tessar, fpa.	89.50
6x9cm Cut Film Camera, f 4.5 lens, fpa	49.50
3¼x4¼ Graflex Series B, f 4.5 KA, fpa	79.50
2¼x3¼ Graflex Revolving Back, Series B, f 4.5 KA, fpa.	110.00
Leica G, Summar f 2 lens, case	240.00
Leica F, chrome, Summar, f 2 lens, case	225.00
Leica D, black, Elmar f 3.5 lens, case	148.00
Leica IIIB, Summar f 2 lens, case	275.00
Universal Image Erecting View Finder	87.50
Leica Series VIII Flash Gun (Factory installed)	63.00
Contax I f 3.5 lens, case	139.00
Contax I, Sonnar f 2, case	175.00
Contax II, Sonnar f 2, case	275.00
Contax II, Sonnar f 1.5 lens, case	325.00
Contax III, Sonnar f 2, case	295.00
Contax III, Sonnar f 1.5 lens, case	395.00
Contaflex, Sonnar f 2 lens, case	350.00
2¼x3¼ Anniversary Speed Graphic, f 4.5 KA lens	139.50
8.5cm Triotar f 4 lens for Kine Exacta (lightweight)	120.00
6" f 5.6 Dalmeyer f 5.5 Telephoto lens for Korelle Reflex	84.50
7" Goerz Dogmar, f 6.3 Telephoto lens for Korelle Reflex	69.50
12" Tele Megor f 5.5 Telephoto for Korelle Reflex	159.50
73mm Hektor f 1.9 chrome for Leica (non-coupling)	125.00

LENSES

We present for your inspection a comparatively small list of our most complete stock of lenses for every practical use. If you do not see the particular lens that you need, write and we will immediately tell you if we have it.

WIDE ANGLE LENSES

3½" f 6.8 Graphex W.A. Optar, ctd., Graphex, new	$ 71.98
3½" f 6.8 B&L WLA., Supermatic Sh., with Graflex Solenoid, new	99.50
3⅝" Goerz Dagor W.A., Rapax Shutter, new	119.50
4¾" Meyer W.A., Aristostigmat, Vario, excell	39.50
12cm f 6.3 Hugo Meyer WA Aristostigmat, Compur, l.n.	94.50
12cm f 6.8 Schneider Angulon, bbl., l.n.	81.50
5" f 4 Ross W.A. Xpress, bbl., l.n.	49.50
160mm f 9 Hugo Meyer W.A. Aristostigmat, bbl., excell	44.50

REGULAR LENSES

2" f 3.5 Kodak Ektar, Cpr.r., l.n.	$ 24.50
3" f 4.5 Goerz Dogmar, cpr., excell	29.50
3½" f 6.8 Goerz Dagor, compur rapid, new	114.50
4⅛" f 4.5 Zeiss Tessar, compur, excell	37.50
12cm f 6.8 Goerz Dagor, bbl., excell	47.50
5" (127mm) f 4.7 Kodak Ektar, ctd., Supermatic X sh., new	75.64
5" f 6.3 Zeiss Protar Series VII, compur, excell	94.50
5" f 6.8 Goerz Dagor, Rapax sh., new	119.50
5" f 4.7 Woll. Velos., Supermatic sh., l.n.	39.50
5¼" f 4.7 Graphex Optar, ctd., Graphex sh., new	84.50
5¼" f 4.5 Voightlander Heliar, Compur sh., excell	69.50
6" f 6.8 Goerz Aerotar, Rapax sh., new	87.50
6" f 4.5 CZ Tessar, compur sh., excell	59.50
6" f 4.5 CZ Tessar, bbl., l.n.	52.50
6½" f 6.8 Goerz Dagor, compur sh., excell	94.50
6½" f 4.5 Graphex Optar, Rapax sh., excell	72.50
8¼" f 6.8 Goerz Dagor, #3 Acme Synchro sh., new	230.25
8¼" f 6.8 Goerz Aerotar, #3 Acme Universal sh., excell	159.50
8¼" f 4.5 BL Tessar Ic, Betax #4 sh., new	140.25

VIEW CAMERAS

Listed are a few of the many excellent view cameras that we now offer, some are new, some equal to new and some are demonstrators.

Graphic View, 4x5, case, tilt-top, New	$130.00
Meridian Press View, all swings and tilts New	225.00
8x10 Korona View Camera, Equal to New	49.50
5x7 Korona View Camera Demonstrator	44.50
8x10 Burke and James View New	101.00
5x7 Korona Commercial View Equal to New	52.50
4x5 Korona Commercial View Demonstrator	44.50

We also maintain a complete stock of Packard Shutters, bulbs, and tubing.

CAMERA CASES

Mercury II, deluxe, eveready	Reg. $8.00	$6.40
Kodak 35mm Rangefinder, deluxe, eveready	Reg. 9.00	7.20
Argus C-3, deluxe, eveready	Reg. 8.00	6.40
620 Jiffy and Vigilant, sheath type	Reg. 5.75	4.60
Kodak 35mm, deluxe, eveready	Reg. 8.50	6.80
Brownie Reflex, deluxe, eveready	Reg. 3.75	3.00
Kodak Bantam, deluxe, eveready	Reg. 7.00	5.60
Ciroflex, deluxe, eveready	Reg. 7.75	6.20
8mm Keystone, sheath style	Reg. 6.75	5.40
8mm Bell and Howell, sheath style	Reg. 6.25	5.00
8mm Revere Model 88, deluxe, eveready	Reg. 8.50	6.80
8mm Revere Model 88, sheath type	Reg. 6.00	4.80
8mm Kodak Model 20 & 25, sheath type	Reg. 7.75	6.20
8mm Kodak Model 20 & 25, Compartment	Reg. 12.00	9.60
8mm Revere Turret, Compartment	Reg. 12.00	9.60
Lined Gadget Bag 10"x9"x3½", waterproof leather	Reg. 6.50	4.98
Deluxe Leather Gadget Bag, 10"x8"x3½"	Reg. 8.50	6.80
Complete Assortment of Gadget Bags from $3.95 up.		Write us your needs.

PROJECTOR CASES

We have a complete stock of deluxe, sturdy, imitation leather covered wood cases, with lining that will show off your projector as well as protect it from dust, dirt, and abuse. Available for all: REVERE, KEYSTONE, KODASCOPE 33, KODASLIDE II. Regularly $12.50. Special $9.95

REFLEX CAMERAS

For vacation needs a reflex camera will suit you perfectly, enabling you to see your picture before snapping it.

Argoflex Model I, f 4.5 coated lens, case	$ 69.63
Argoflex, Model II, f 4.5 coated lens, metal construction, built-in film counter, deluxe case	87.54
Kodak Reflex, f 3.5 coated lens and finder, deluxe case	137.92
Ciroflex, f 3.5 coated lens, deluxe case	84.68
Automatic Rolleiflex, f 3.5 Tessar lens, deluxe case	350.00
Rolleicord, f 3.5 Carl Zeiss Triotar, case	165.00
2¼x3¼ RB Graflex, Series B, 5" Coated Ektar f 4.5	157.50

MINIATURE CAMERAS

Vacation time is an ideal time for Color Pictures. With any of these cameras we are sure that you will have everlasting enjoyment for years to come.

Leica IIIC, f 2 Summitar, ctd.	$448.50
Leica IIIC, f 3.5 Elmar, ctd.	332.50
Kodak 35mm, f 3.5 coated lens, rangefinder, built-in synch.	80.81
Argus C-3, f 3.5 coated lens, rangefinder, flash gun, deluxe case	74.71
Argus Model A-2, f 4.5 coated lens, deluxe case	29.45
Universal Mercury f 2.7 coated lens	82.90
Spartus, "35," f 7.7 lens	12.50
Perfex Deluxe, f 2.8 Wollensak Coated lens, focal pl. shutter	91.50

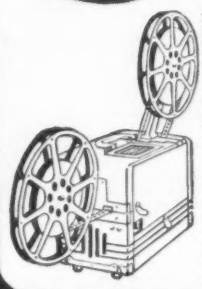
'Buy with Confidence'

Take REEL Pictures of Your Vacation Fun

8MM MOVIE EQUIPMENT

Cine Magazine 8mm, fast f 1.9 coated lens, "World's most popular camera"	145.83
Brand New "Revere 8mm Magazine." Features ease in loading; economy; five speeds; magazine can be interchanged, B&L Animar f 2.8 coated lens	127.50
Revere Model 88, f 2.5 coated lens, five speeds	77.50
Revere Turret Model, with B&L Animar f 2.8 coated lens	110.00
1⅜" Wollensak Telephoto f 3.5 lens fitted for any Revere	34.50
Keystone K-8, f 2.5 coated lens, slow motion, interchangeable lens	64.50
Keystone K-8, f 1.9 coated focusing lens, three speeds	91.50
Cine Kodak 8mm Model 25, f 2.7 coated lens	64.17

An ideal companion for your Eight Camera.



Revere Deluxe Projector, 500W, 1" f 1.6 ctd. lens	$120.00
Bell and Howell Picture Master, case	262.00
DeJur Model "1000," 1" f 1.6 ctd. lens	159.00
Ampro A-8, 1" f 1.6 coated lens, case	168.00

16MM MOVIE EQUIPMENT

B&H Filmo Model 70, f 3.5 THC. L.N.	$ 89.50
Ampro 16mm Silent Projecto, 2" f 1.85 lens, 750W, reverse, case, L.N.	159.50
B&H Auditorium Model, 2000' Capacity, 2" f 1.6 lens, L.N.	295.00
Keystone 16mm, 2" f 1.6 lens, 500W, case, L.N.	79.50

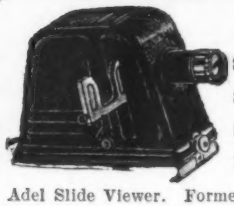
16MM SOUND PROJECTORS

We have at the present time a complete stock of 16mm Sound Projectors. Any of these will enable you to have your own talking pictures when you want them.

B&H Filmosound Model 179, 1000W, 2" f 1.6 ctd. lens, complete with cordomatic control	$603.00
Ampro Premier 20, 16mm 2" f 1.6 coated lens	540.00
Natco 16mm, 2" f 1.6 coated lens, 1000W Lamp	469.00
Victor Model 60, all metal construction, 2" f 1.6 lens	468.00
	468.00

'Buy with Confidence'

HF SAVINGS FOR THE SLIDE ENTHUSIAST



Spencer MK100W Slide Projector. List $40.00. Brand New	$ 21.50
Spencer MK150W Slide Projector. List $45.00. Brand New	23.75
Spencer MK200W Slide Projector. List $67.50. Brand New	32.75
Bell and Howell Slidemaster, 1000W Lamp. Formerly $335.00. Brand New	285.00
Adel Slide Viewer. Formerly $19.75. Brand New	7.95

CASTLE and OFFICIAL FILM

from our movie rental library, SPORTS—MUSICALS — NEWS EVENTS — CARTOONS — OLD TIME MOVIES, etc.

8mm Subjects complete	$ 4.00
16mm Subjects complete	6.50
16mm Sound Subjects complete	13.00
16mm Sound Colored Subjects complete	25.00

Catalogs on request — Orders promptly filled

ALL SHIPMENTS F.O.B. OUR STORE

Sorry, No C.O.D.'s

GOOD CASH FOR USED EQUIPMENT

We are still paying Highest cash prices for usable cameras, lenses, projectors, binoculars, etc. Get them for your equipment. Simply tell us what you have and we'll send our bid by return mail. Don't Delay! Sell While Prices Are Still High

HABER & FINK INC

12 WARREN STREET, NEW YORK 7, N. Y.

Stops FAST ACTION

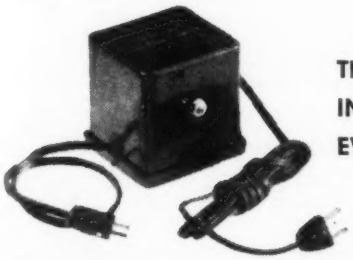
Photo by Dot & Larry

ECONOMICAL POSITIVE SPEEDLIGHT PHOTOGRAPHY *with* the **NEW** improved

Everflash I

MODERN... LOW COST... MORE LIGHT... PERFECT EXPOSURES

The New Improved Gun provides outlets for synchro shutter, for solenoid and focus spot.



THE CHARGER IS INCLUDED WITH EVERY UNIT

READ THESE EVERFLASH SPEEDLIGHT FEATURES

1. Portable — extremely light weight.
2. Low Cost Speed-light: over 10,000 flashes with each tube...a fraction of a cent per shot.
3. Operates from self-contained rechargeable storage battery—ready to Flash in a few seconds.
4. May be easily "Synched" to any and all types of shutters.* Just one adjustment on top of battery case provides the "Synch."
5. New Metal Gun has three outlets...for synchro-shutter, for solenoid operation and for focus spot.
6. Provision is made for remote control use when desired.
7. Everflash comes complete with new versatile flash gun, reflector, electronic flash tube, solenoid and synchro-shutter cords, leather carrying case and charger.
8. Everflash is ideal for serious photographers, news cameramen, studio work, home portraiture, industrial photography, night club flash work.
9. Guarantee . . . Perfected Engineering Design provides a liberal guarantee of performance, workmanship and material.

* *Except some focal plane types.*

Price of Everflash Complete $185, plus $12.50 Federal Excise Tax. For sale at leading Photographic Stores or write to

137 N. LA BREA AVE. • PHOTOTRON CORPORATION • LOS ANGELES 36, CALIF.

MANUFACTURERS OF Everflash

WESTEN'S

Largest Mail Order Supply Service in the West for Cameras and Equipment—Orders Sent to Every Continent!

—All Orders Personallly Supervised by H. A. Westen—

The closest place for shipping to all Pacific points! Orders carefully filled!

REVERE! *SENSATIONAL* New Improved Items!

Revere Magazine 8 mm. with F2.8 Lens

$127.50

New magazine load permits quick change from color to black-and-white—no loss of film. Built-in telescopic view finder—has 5 speeds. Coated lens!

Carrying Case, $15.00

Revere Model 88 F2.5 coated $77.50

Revere 8 mm F1.9 $104.50

Revere 8 mm Turret F2.8 $110.00

Telephoto 1½" 3.5 for above.....$ 39.00
Sunshade and Filter set for above..... 4.75
Revere Projector 500 watt..... 120.00
Proj. Case Everr. type..... 15.00
37x50 Challenger Screen 27.00
SENSATIONAL New Revere Splicer, 8 or 16 mm.. 16.50

KEYSTONE CAMERAS AND PROJECTORS—BACK AGAIN!

8 mm Keystone F2.5 coated w/case.....$ 69.50
16 mm Keystone F2.5 coated w/case..... 86.50
16 mm Keystone F1.5 coated w/case..... 119.00
8 mm Keystone Proj. 750 Watt w/c..... 129.00
16 mm Keystone Proj. 750 Watt w/c..... 125.00

35 mm OUTFITS NOW AVAILABLE!

Westen's outfits include camera, case, 2 filters, sunshade, 5 rolls film—now in these famous make cameras; SHIPPED PREPAID:
Argus CIII Outfit with flash, F3.5.....$ 78.00
Mercury Outfit F2.7 1/1000th sec. 89.00
Perfex De Luxe Outfit, coupled rgf.; F2.8 coated, 1/1000th sec. 108.00
Clarus Outfit, coupled rgf., coated F2.8 lens, focalplane shutter 125.00

2¼x3¼ PRESS OUTFITS READY NOW

2¼x3¼ Printex Camera $44.25; OUTFIT.....$185.00
2¼x3¼ Busch-Press $73.40; OUTFIT..... 199.00
Outfit consists of Camera, F4.5 Lens, Rgf., Flash, etc. Orders filled immediately from stock. Write Westen's.

4x5 PRESS OUTFITS READY NOW

4x5 Printex Camera $79.50; OUTFIT.....$241.00
4x5 Ramlose Camera $87.50; OUTFIT..... 249.00
4x5 Meridian Camera $225.00; OUTFIT..... 359.00

ANSCO COLOR FILM FOR 8 mm, 16 mm, 35 mm

8 mm Ansco Color for Univex Single 8.....$ 2.25
8 mm Ansco Color for Revere, B & H., Eastman. 3.77
16 mm Ansco Color, 100 ft. 8.75
35 mm Ansco Color Reloads $1.25; 10 for..... 12.00

LEICAS!

More arriving from Germany! Order now:
IIIC with Summitar 50 mm F2 Coated Lens $448.00
With Elmar F3.5 332.50

BARGAIN Of-the-Month

Hollywood Reflex, twin lens, 2¼x2¼, uses 620. Pre-focused. Takes color or black and white. W. Case, was $26.50, NOW $17.50

We Supply PHOTOGRAPHIC SCHOOLS AND STUDENTS—Send a list of your needs to Westen's Santa Barbara.

Last Minute News!

Leudi Exp. Meter, w/c.....$2.15
Special 3 for..... 5.00
Super Kodaks, like new—built-in rgf. and exp. meter.....225.00

Price changes make a general catalog impractical at this time. Write for specific items.

Check with Order Speeds Delivery
C. O. D. Shipments Must Have 25% Deposit
Write Us Your Needs—We'll Fill Them!
(Add 2½% for California State Tax)

FLASHBULBS—CASE LOTS

(Order with second choice, please)

GE 50 Case.....$15.50
GE 50B Case..... 19.00
GE 31 Case..... 16.50
GE 22 Case..... 21.70
GE 22B Case..... 29.00

FILMS—Infra-red:

127 .....6 for $1.92
120 or 620.....6 for 2.28
116 or 616.....6 for 2.58
35 mm, 36 ex. 1.30
2¼x3¼.....1 doz. for .77
3¼x4¼.....1 doz. for 1.04
4x5.....1 doz. for 1.43
35 mm Direct Positive Film, 36 exp.....6 for 7.92

KODACHROME—Daylight or Type A

35 mm Kodachrome 36 exp. .....$ 4.70
35 mm Kodachrome 20 exp. 3.04
828 Bantam Kodachrome 1.66

NOW REDUCED!

GE METER, latest model, 3-way light measure, now $19.95
Case 2.65

Eastman Cine Lenses—coated, for all 8 or 16 mm Cameras:
(State model when ordering)

1" F1.9 .....$ 81.67
2" F1.6 ..... 110.83
2½" F2.7 ..... 76.83
4" F2.7 ..... 96.25

For 8 mm only:
Wide Angle F2.7..... 43.75
38 mm F2.5 ..... 56.58

TELEPHOTO ATT.:

For Revere, Keystone, B & H, Cine 8, $29.50. Immediate delivery!

Telephoto Attachment for Perfex, EK 35 mm, Clarus, Mercury, Argus, coated.....$49.50

BINOCULARS

Coated, with case:
Zeiss 7/50 .....$175.00
Bausch & Lomb 7/50.. 135.00

Hard-to-get Rollfilms:
122 Super XX.... 12 for $8.40
130-118-124 Super XX, 12 for 7.20

4x5 Ektarchrome 12 sheets $7.85 (all other sizes in stock, too!)

SEND US YOUR LENS FOR COATING

Guaranteed 10-Day Service

WE BUY CAMERAS: PROMPT RESPONSE

Tell Us What Camera You Have—Turn It Into Cash

PROFESSIONAL LENSES:

Goerz Dagor 8½ F6.8 Ilex Synchro shutter $229.00
Goerz Dagor 9¼ F6.8 Ilex Acme shutter.. 235.00
Turner Reich Convertible F6.8
8¼ 14"-20 Synchro shutter..... 187.50
8½ 14"-20 Acme shutter..... 152.50
10½"-18"—20" Alphax coated..... 178.00
10½"-18"—20" Synchro coated..... 214.00
14 F6.3 Commercial Ektar Coated Barrel. 256.00

RARE ENLARGING EQUIPMENT

Omega 4x5 Latest, 2/colorhead.....$199.80
5x7 Spec. Elwood Enlarger..... 119.00
161 mm F4.5 Ektanon coated..... 54.83
8¼ F4.5 Wollensak 99.00
14x17 Easel, Printmaster..... 19.95

HOLDERS—Save by Ordering SIX!

2¼x3¼, 3¼x4¼, 5x7, for Graphic....6 for $24.00
Double Holders, metal, 2¼x3¼ for Recomar and Medalist Cameras, $3.69, or .....6 for 20.00
3¼x4¼ or 9x12 $4.50.....6 for 26.00
Filmpack adapter for 2¼x3¼ Cameras, Recomar type, Medalist, etc..... 5.25
Filmpack adapter for 3¼x4¼ or 9x12 Cameras, Recomar type..... 5.50

PAPER SUPPLIES Oct. '47 dated, at savings!

Kodabromide 8x10, F2.....gross $6.50
Gross lots 8x10, Opal G, L.D., Vel Black Dl. 8.25

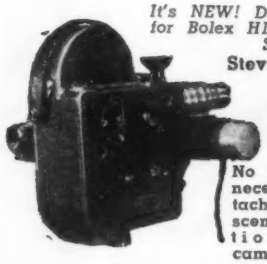
PRINTON VALUES YOU WANT:

5" rolls, 250 ft. .....$ 89.00
500 Sheets 4x5..... 59.50
500 Sheets 5x7..... 110.00
500 Sheets 8x10..... 238.00
Printon Filter Set (11 filters)..... 4.40

POLA-SCREENS—25 mm $4.75

31½ mm Polascreens.....$ 5.75
Polascreens for Ser. V 5.75
Polascreens for Ser. VI 6.75
Polascreens for Ser. VII 7.50
Polascreens for Ser. VIII 12.00

It's NEW! Designed Especially for Bolex H16 and Cine-Kodak Special



Stevens Camera Drive

$77.50 complete, including power pack case!

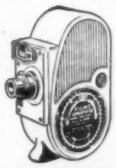
No camera alterations necessary! Easy to attach! Eliminates the scene-footage limitations of spring-wind cameras!

BRISKIN MAGAZINE CAMERA

With ½" F2.5 Universal Focus Coated Lens .....$ 99.50
With ½" F1.9 Focusing Mount Coated Lens 122.50
Amazingly compact, precision-built, handsomely styled in morocco leather. Automatic magazine load; 4 speeds. Can be ordered in black, or alligator brown.
Case for above $12.50; Telephoto..... 39.50
Dejur Projector 1/1000th W/c..... 176.50

FILMO SPORTSTER 8

by Bell & Howell



Compact, precision-built, top performance! Takes color or black and white.$102.61
Case for above..... 8.70

Westen's
SANTA BARBARA, CALIFORNIA

SENSATIONAL WAR BARGAINS in LENSES & PRISMS

ASSEMBLE YOUR OWN BINOCULARS!

NOTICE! If you buy both the Binocular Optics and the Binocular Metal Parts, your purchase becomes subject to 20% Federal Excise Tax Be sure to add amount covering tax to your remittance or your order cannot be filled.

Complete Optics! Complete Metal Parts!
Save More than ½ Regular Cost

GOVT'S. 7 x 50 BINOCULARS

Here's an unusual opportunity to secure a fine set of Binoculars at a substantial saving of money. Offered here are complete sets of Optics and Metal Parts for the 7x50 Binoculars. These components are new and all ready for assembly. We supply full instructions. Limit—1 set of Metal Parts and 1 set of Optics to a customer

METAL PARTS—Set includes all Metal Parts—completely finished—for assembly of 7x50 Binoculars. No machining required. Bodies have been factory hinged and covered. A sturdy Binocular Carrying Case is included with each set of Metal Parts.
Stock #841-P—7x50 Metal Parts.....**$36.20 Postpaid**

OPTICS—Set includes all Lenses and Prisms you need for assembling 7 x 50 Binoculars. These Optics are in excellent condition—perfect or near perfect—and have new low reflection coating.
Stock #5102-P—7 x 50 Optics.....**$25.00 Postpaid**

ARMY'S 6 x 30 BINOCULARS!

No Carrying Case with any Sets shown below. M-13A1 sets are waterproof model. M-3 sets are not waterproof. Limit—1 Set to a Customer on all Sets shown below.

COMPLETE OPTICS & METAL PARTS—Model M-13A1, 6 x 30 Binoculars. Everything you need—ready for assembly. When finished will look like a regular factory job costing $102 to $120. The Optics are new, in perfect or near-perfect condition. Have new low reflection coating. Metal Parts are new and perfect, all completely finished. No machining required. Bodies factory hinged and covered. Complete assembly instructions included.
Stock #830-P.....**$40.00 Postpaid, plus $8.00 tax—Total—$48.00**

COMPLETE OPTICS & METAL PARTS—Model M-3, 6 x 30 Binoculars. The Optics in this set are new, perfect or near-perfect. Prisms have new low reflection coating. Factory mounted Eye Piece and Objective Assemblies not coated. Metal Parts are perfect, new, ready for assembly. When finished, this will look like a regular factory job, except a name has been filed off a cover plate. No machining required. Bodies factory hinged and covered.
Stock #831-P.....**$35.00 Postpaid, plus $7.00 tax—Total—$42.00**

If you buy both the Binocular Optics and the Binocular Metal Parts, your purchase becomes subject to 20% Federal Excise Tax. Be sure to add amount covering tax to your remittance or your order cannot be filled.

METAL PARTS ONLY—Model M-13A1, 6 x 30 Binoculars. No Optics. Same Metal Parts as described for Stock #830-P.
Stock #832-P—6x30 Metal Parts **$25.00 Postpaid**

METAL PARTS ONLY — Model M-3, 6 x 30 Binoculars. No Optics. Some machining on these Metal Parts required. Bodies hinged and Prism Shelf holes placed, but you must tap them. Prism Shelves have been machined. Six lead spiral focusing threads have been cut. Some less difficult components you must thread and machine yourself, but all material you need is furnished except body covering material and Optics.
Stock #833-P.6x30 Metal Parts **$12.00 Postpaid**

OPTICS FOR 6x30 BINOCULARS (No Metal Parts). Perfect and low reflection coated.
Stock #5130-P.....**$15.00 Postpaid**

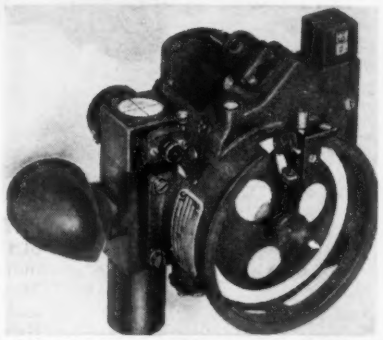
SAME OPTICS AS ABOVE Coated, but slight seconds.
Stock #5124-P.....**$12.75 Postpaid**

Optics and Metal Parts are Available for Monoculars (½ a Binocular). For Complete Details, Write for Bulletin #14-P.

YOU CAN EASILY MAKE

Telescopes, Magnifiers, Photographic Gadgets and Hundreds of Experiments with these Low Cost Lenses.
To Translate Millimeter measurements: 25.4 mm. equals one inch.

NEVER HAS THERE BEEN SUCH A
SENSATIONAL BARGAIN
AS THIS!
BUBBLE SEXTANT
TYPE A-10



Used by the Army Air Forces, these Bubble Sextants cost the Govt. about $200 each to make. At our price of $12.50, you can quickly see that this is a wonderful bargain. Included with your Bubble Sextant shipment will be a sturdy wooden Carrying Case, equipped with catches and handle, 5 spare waxed paper discs, flashlight with rheostat for using Sextant at night, (uses ordinary flashlight cells which are not furnished), auxiliary 2 power Galilean Telescope for use on faint stars, Allen wrench, 1 spare marking point. Though wartime used, these Sextants have been, where necessary, completely repaired, collimated, and put in good working order. The light bulb has been tested. The Bubble is in working condition. All other working parts have been checked and are in good order. Because these Sextants have been wartime used, we make the following guarantee: if you are not satisfied that our Sextant is exactly as we represent it, return it within 10 days and your money will be refunded. Full directions on how to use the Bubble Sextant will accompany your shipment.
Stock #924-P.....**$12.50 Postpaid**

SCHMIDT OPTICAL SYSTEM. Black plastic body, size 3 15/16" by 5½". F.L. 2.4" . . . with amazing speed of F 0.9. Used in Navy's Infra-Red Sniperscope and Signalling Units. Govt. cost $134. Limit—1 to a customer.
Stock No. 720-P.....**$6.00 Postpaid**

MOUNTED KELLNER TELESCOPE EYE PIECE—Perfect, coated, in Ordnance sealed boxes. F.L. 1¾ inches. Outside dia. of steel mount 40 mm.
Stock #6198-P.....**$3.15 Postpaid**

AIR FORCES GUN SIGHT

With Polarizing Variable Density Attachment—Can be used as Slide Viewer, or take it apart and you can get Polarizing Variable Density Attachment, Mangin Concave Mirror, Reflector Plate, Metal Reticle, Window, Lamp Housing, Ring and Bead Sight. The Polarizing attachment alone is worth many times the price of entire unit. Consists of 2 Polarizing Filters mounted with small handle which rotates one around the other. May be used in Photography, Research, Experiments, as Light Dimmer, etc.
Stock #908-P.....**$5.00 Postpaid**
Same Unit Without Polarizing Attachment
Stock #916-P.....**$2.50 Postpaid**

GIANT SIZE RED AND AMBER FILTERS

Filter material is cemented between glass. All ⅛" thick.

Stock No.	Color	Diam.	Price
706-P	Red	7⅞"	$2.00
707-P	Red	5⅞"	1.50
708-P	Amber	7⅞"	1.50
709-P	Amber	5⅞"	1.00

USES: For large camera filters, for large size spotlights, for darkroom lights (spectroscopically tested), for interior decorating, for display tray in home or store.

Set #1-P—"Our Advertising Special"—15 lenses for $1.60 Postpaid, plus 10-page idea booklet. For copying, ULTRA CLOSE-UP SHOTS, macrophotography, experimental optics, magnifying and for making a two power f/16 Telephoto Lens. "Dummy Camera," Kodachrome Viewer, DETACHABLE REFLEX VIEWFINDER for 35 mm. cameras, stereoscopic viewer, ground glass and enlarging focusing aids, TELESCOPES, low power Microscopes and for many other uses.

NEW 50-PAGE IDEA BOOK "FUN WITH CHIPPED EDGE LENSES"
Contains wide variety of projects and fully covers the fascinating uses of all Lenses in sets listed above . . . only **$1.00 Postpaid.**

35 MM. KODACHROME PROJECTING LENS SET—Consists of 2 Achromatic Lenses for projecting, plus 2 Condensing Lenses and piece of Heat Absorbing Glass with directions.
Stock #4029-P.....**$3.10 Postpaid**

16 MM. PROJECTOR CONDENSING LENSES—Consists of two Condensing Lenses with combined F.L. of one inch.
Stock #4026-P.....**$1.00 Postpaid**

OPTICAL BENCH KIT—(Not a War Surplus Item.) Everything you need, including four Lens Holders for checking Focal Lengths and setting up Lens Systems.
Stock #53-P.....**$8.50 Postpaid**

We have literally millions of war surplus lenses and prisms for sale at bargain prices. Write for catalog "P"—sent free!

BATTERY COMMANDER'S PERISCOPE—With Tripod—6 Power Instrument. Excellent condition. Length 27½ inches—diam. 1½ inches. Cost U. S. Govt. approximately $175.00.
Stock #717-P.....**$20.00 F.O.B. Audubon**

POLARIZING VARIABLE DENSITY ATTACHMENT FOR 7x50 BINOCULARS—An amazingly effective unit for controlling amount of light reaching your eyes. Cuts down glare in sky and overwater observations. Easily snapped on and off over the eye cups of American-made 7x50 Binoculars. Govt. cost $8.30 each.
Stock #20000-P.....**$2.00 Postpaid**

BOMBER SIGHTING STATION—A double end Periscope Type Instrument of highest precision. Brand new and in perfect condition. 6 ft. tall, shipping wt. 360 lbs. Orig. cost $9,850. Consists of numerous Lenses, Prisms, Mirrors, Gears, Motors, Metal Parts and Electrical Gadgets.
Stock #914-P.....**$50.00 F.O.B. Oklahoma**

TANK PRISMS
PLAIN OR SILVERED

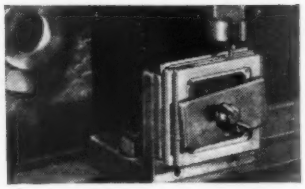
90-45-45 deg. 5¾" long, 2¼" wide, finely ground and polished.
Stock #3004-P—Silvered Prism (Perfect) .....**$2.00 Postpaid**
Stock #3005-P—Plain Prism (Perfect). **2.00 Postpaid**
Stock #3100-P—Silvered Prism (Second) .....**1.00 Postpaid**
Stock #3101-P—Plain Prism (Second). **1.00 Postpaid**
(Illustrated Book on Prisms included FREE)

Order by Set or Stock No. ***Satisfaction Guaranteed***

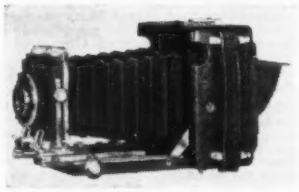
EDMUND SALVAGE COMPANY • P. O. AUDUBON, NEW JERSEY

only BUSCH gives you these outstanding features in performance and construction . . .

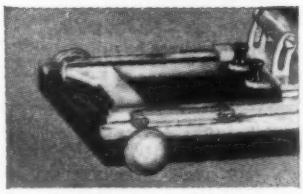
Professional and amateur photographers hail the Busch Precision Pressman as the first really new press camera in many years. This overwhelming acceptance is based on new, improved features in performance and design available *only* in the Busch Precision Pressman.



PRECISION-MACHINED CASTINGS . . . NOT STAMPINGS. 96% of the metal parts of the Busch Pressman are cast of light, durable metal and then precision machined to fit to micrometric accuracy. Metal that accepts stamping is soft enough to gradually lose shape and fit. Wherever possible, stampings have been avoided in the Busch Precision Pressman. This construction feature assures perfect picture-taking for years under the most arduous conditions.



EXTRA-LONG BELLOWS EXTENSION . . . The bellows of the Busch Precision Pressman can be extended farther than any other press camera of similar film size. Extra-long bellows extension permits close-up work without changing lens or adding supplementary lenses. With the bellows fully extended, the camera can be brought as close as six inches from the subject while still retaining sharp focus on the ground glass. Another feature found only in the Busch Pressman!



EXTRA-WIDE LENS STANDARD BASE . . . The Busch Precision Pressman is built with the widest lens standard base of any other similar size press camera on the market. When the lens assembly is pulled forward onto the focusing rack and released, the lens automatically locks parallel to the focal plane of the film. This exclusive Busch construction feature means faster, more accurate picture taking for you every time!

BUSCH
Model C
2¼ x 3¼

Retail Price
$73.40
Including Federal Tax
Less Lens and Accessories

AND ONLY BUSCH GIVES YOU a locking knob that holds the focusing rack immovably at any position . . . heavy high impact plastic construction on the focusing panel that eliminates warpage and reduces wear . . . new lateral adjustment and tilting controls for greater range of distortion control . . . and a host of other exclusive developments in performance and construction PLUS all the time-tested features of press cameras. See the Busch Pressman at better dealers in the United States and Canada.

BUSCH PRECISION CAMERA CORPORATION • 411 S. SANGAMON • CHICAGO 7, ILL.

MAIL COUPON FOR FREE BOOKLET

Busch Precision Camera Corporation, Dept. 109
411 S. Sangamon, Chicago 7, Illinois

Please send me your illustrated booklet that gives all the details of the Busch Precision Pressman.

Name .....

Address .....

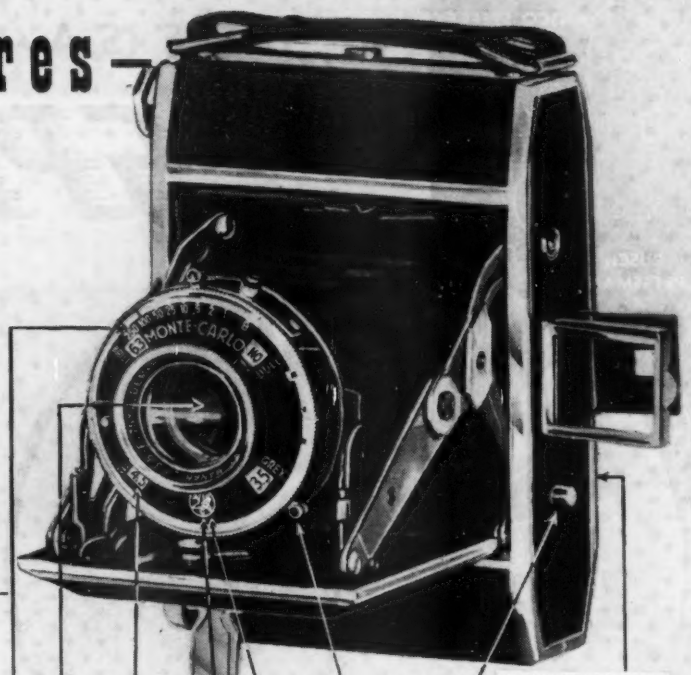
City ..... *State* .....

Take Big pictures—

with the diminutive

MONTE CARLO *Mini* featuring AUTOCAL

BUILT-IN AUTOMATIC EXPOSURE CALCULATOR



Takes 16 exposures on 120 roll film—negative size 2¼" x 1¾"

16 big negatives of character and clarity that produce salon prints.

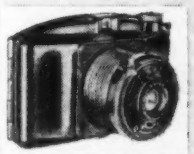
MONTE CARLO *Optically Engineered* CAMERAS

All these features of the MONTE CARLO MINI are optically and mechanically engineered to give you the fullest measure of photographic pleasure.

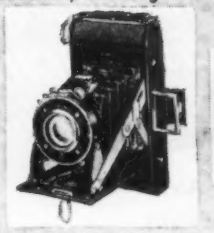
F/3.5 MONTE CARLO MINI with AUTOCAL—front lens focusing. 9 accurate shutter speeds, 1/250, 1/100, 1/50, 1/25, 1/10, 1/5, 1/2, 1 sec. B. . . $57.95

IMMEDIATE DELIVERY

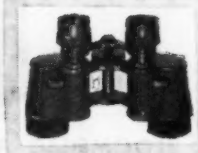
MONTE CARLO offers a selection of Optically engineered cameras and binoculars which are particularly suitable for graduation, wedding and travel gifts.



MONTE CARLO PHOTAX



MONTE CARLO SPECIAL



MONTE CARLO BINOCULARS

J. L. GALEF & SON, inc.

75 CHAMBERS ST. IMPORTERS - MANUFACTURERS NEW YORK 7, N. Y.

Dealers' cooperation solicited. Write for Information.

Fill in and send this coupon for FREE detailed booklet PP on Monte Carlo Special Cameras & Binoculars.

Name_____

Street_____

City_____ State_____

J. L. GALEF & SON, INC.
Importers—Manufacturers
75 Chambers St. New York 7, N. Y.

DETROIT PUBLIC LIBRARY

THERE IS A *Mendelsohn* SPEEDGUN*

TO FIT *Your* CAMERA!

Here are some of the photo flash refinements which have made the MENDELSOHN SPEEDGUN the *first choice* of exacting news photographers and discriminating amateurs alike:

- ✓ The simple action of cocking the SPEEDGUN cocks both the SPEEDGUN and the single-action shutter simultaneously.
- ✓ Switch button guard, positive-grip sockets, and safety catch save bulbs and batteries.
- ✓ Lightweight, streamlined, satin-finish, Dural construction, chrome fittings.
- ✓ Double-duty, aplanatic Twinflectors for *both* standard and midget bulbs.
- ✓ Silver plated contacts and *automatic* bulb ejectors for both sockets.

Model E SPEEDGUN for Argoflex, Ciroflex and other cameras with Alphax and similar, single-action shutters.

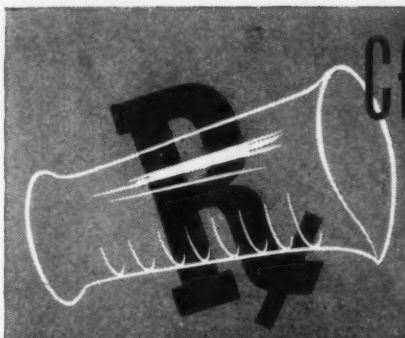
FREE CHECK CHART

The new MENDELSOHN SPEEDGUN Check Chart is just off the press. Now, you can determine the proper SPEEDGUN and adapting parts for your cameras simply by locating the name of the camera and/or shutter on the chart. Write for your free copy (MS-16) today!

457-461 BLOOMFIELD AVENUE
BLOOMFIELD, NEW JERSEY

*Reg. U. S. Pat. Off.

"ANYONE CAN MAKE A SYNCHRONIZER . . . *ONLY* MENDELSOHN MAKES THE SPEEDGUN!"



CAMERAS By PRESCRIPTION

ABE COHEN'S EXCHANGE

One of the country's largest and most varied photographic stocks permits us to impartially suggest the camera that is *exactly right* for you. Simply describe the features you are seeking. Our prompt reply will include specific recommendations, together with price and estimated delivery date. Your full and complete satisfaction is assured by our 10 day trial—money-back guarantee.

CLOSEOUT—SLIDE PROJECTORS

	List	Reduced to
Spencer MK100	$ 35.00	$ 22.50
Bausch & Lomb	33.50	24.50
SVE Model RK, 100-watt, case	35.95	27.50
Marton with Kollmorgen lens	39.50	29.75
Spencer Model MK300	86.00	59.50
SVE Model AK, 300-watt, case	62.90	49.50
Bell & Howell Slidemaster 1000 watt, case (shopworn)	335.00	249.50

SALE—DE JUR ENLARGERS

Versatile I (2¼x3¼) ..... Reg. $118.65
Simultaneous negative distortion and lens control
With 3½" F4.5 coated lens 27.90
$146.55

COMPLETE $118.65

Designed for superior results
4x5 Professional ..... Reg. $166.25
With 6½" Apos Colorstigmat F4.5 coated lens 59.80
$226.05

COMPLETE $175.00

REDUCED PRICE

Save $26.83

5x7 KORONA VIEW CAMERA ..... Reg. $ 55.00
Fitted with 7½" Turner Reich Triple Convertible F6.8 lens in Alphax Shutter. Focal lengths 7½, 12, 18". Highly corrected for color work 121.33
$176.33

COMPLETE $149.50

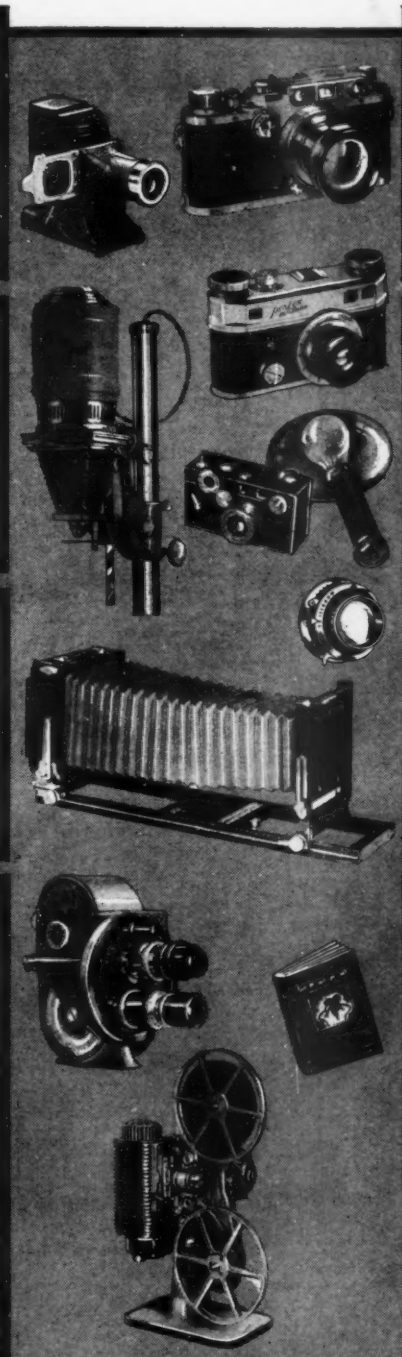
8 mm MOVIE EQUIPMENT

CAMERAS

Keystone K8, F2.5 lens	$ 64.50
Keystone K8, F1.9 lens	91.50
Bell & Howell Sportster F2.5 lens	102.61
Revere Magazine, B&L F2.8 lens	127.50
Cine Kodak Model 90, Magazine, F1.9 lens	145.83

PROJECTORS

Keystone R8, 500 Watt Lamp	$ 74.50
Keystone A8, 750 Watt Lamp	116.50
Revere	120.00
Ampro A8, case	168.00
De Jur "1000," case	174.00



LEICA CAMERAS & LENSES

JUST ARRIVED FROM GERMANY
FULLY GUARANTEED BY E. LEITZ, INC.

Leica III C with Summitar 50 mm F2 Coated lens	$448.00
Leica III C with Elmar 50 mm F3.5 Coated lens	332.50
35mm Elmar (wide angle) coated F3.5 lens	123.20
90mm Elmar coated F4 lens	155.40
135mm Hektor coated F4.5 lens	236.60

Old Model Leicas Accepted in Trade at Liberal Estimate

35 mm CAMERAS
Immediate Delivery

PERFEX DELUXE $99.50
F2.8 2" coated lens, coupled range finder, Eveready case. High speed lens and focal plane shutter to master action and candid shots.

ARGUS C-3 ..... $70.33
Color corrected F3.5 anastigmat lens. Eveready case. Equipped with split field range finder plus synchronized flash attachment.

NEW UNUSUAL LENSES

2" Schneider F2 coupled to Leica	$ 75.00
2" Schneider F1.5 coupled to Leica	125.00
4" Schneider F3.5 in barrel	45.00
6" Schneider F3.5 in barrel	65.00
6" Schneider Tele Xenar F5.5 telephoto for Leica	110.00
7" Schneider Tele Xenar F5.5 telephoto for Leica	125.00
12" Radar F4.5 Betax Shutter	129.50
20" Bausch & Lomb F5.6 Telephoto on Graphic Board	129.50

BOOKS

Selected from our complete stock of the finest books on photography.

How to Develop, Print and Enlarge (Epstein & De Armand)	$1.25
Guides for Leica, Contax, Rolleiflex, Rolleicord and Exakta, each	1.75
Photo Oil Coloring—Marshall	2.00
Professional Photography for Front—Abel	5.00
Retouching and Improving Negatives and Prints—Johnson & Hammond	2.50
Retouching and Finishing for Photographers	2.00
Kodachrome & Kodacolor from All Angles	6.50
Photographic Enlarging—Jordan	3.50
Make Your Pictures Sing	3.00
Photographic Facts & Formulas—Wall & Jordan	3.50
Color Photography for the Amateur—Henney	3.50
Making Color Prints	2.00
Mortensen on the Negative	5.00
The Model—Mortensen	4.00
Print Finishing—Mortensen	3.00
Projection Control—Mortensen	2.75
Developing—Jacobson	4.00
Command to Look—Mortensen	2.00
Enlarging—Jacobs	3.25
The Fun of Photography	4.00
Copying Technique—Fraprie	2.00
Photomicrography	2.00
Table Top Photography	2.95
Photography—Neblette	7.50
Graphic—Graflex Photography	4.50

ABE COHEN'S EXCHANGE, INC.

"THE HOUSE OF PHOTOGRAPHIC VALUES"

142 FULTON STREET • NEW YORK 7, N. Y.

ALL PRICES INCLUDE TAX
SHIPMENTS F.O.B. NEW YORK
INCLUDE APPROXIMATE POSTAGE WITH ORDER
PRICES SUBJECT TO MANUFACTURER'S ESTABLISHED PRICE AT TIME OF DELIVERY

Weston *Photographic Analyzer!*

- **DENSITOMETER**
- **ILLUMINATION METER**
- **PRINTING EXPOSURE GUIDE**

Designed to provide darkroom workers with the means to produce better prints... both black-and-white and color. Puts every step of darkroom procedure under the same flexible, scientific control that the Master II does to film exposure. Analyzes every operation in terms of your own equipment and practise. Essential to the control of each step in color work. Order through your local photographic dealer. WESTON Electrical Instrument Corporation, 644 Frelinghuysen Avenue, Newark 5, New Jersey.

USE IT FOR...

Measuring negative density and contrast range.

Measuring enlarger and contact printer illumination.

Measuring contrast ranges of printing papers in terms of your own equipment and technique.

Selecting correct paper range for each negative.

Determining precise exposure times in contact printing and enlarging.

Checking accuracy of filter factors.

Determining "hold-back" and "burning-in" times in dodging.

Constructing time-gamma curves.

Balancing color-separation negatives.

Making compensating transparency masks.

Controlling the various steps in Printon, Carbro, Color Separation, and other color processes.

EXPOSURE METERS • THERMOMETERS • PHOTO ANALYZERS • BY **WESTON**

nsity

con-
n.

nges
erms
and

aper
e.

xpo-
rint-

ilter

ack"
s in

nma

tion

ans-

ious
bro,
ther

APHY

B & J PRODUCTS HAVE SERVED DISCRIMINATING PHOTOGRAPHERS FOR 50 YEARS

B & J PRESS CAMERAS

B&J 4 x 5 PRESS

Best for all around photography. Loaded with valuable features. Less lens and accessories.

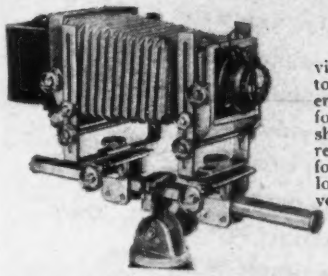
Each .....$ 69.50

B&J 2¼x3¼ SPEED PRESS

Same high quality — same essential features as its big brother, yet a miniature in size. Gives greater film economy. Small enough to take with you everywhere. Less lens.

Each .....$ 59.50

AND THE FINEST IN MODERN VIEW AND PORTRAIT CAMERAS



GROVER UNIVERSAL VIEW CAMERA

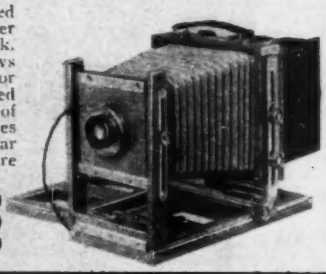
All the finer features found in both view and portrait cameras are brought together in this great Universal camera. Mono-rail rigidity. Front and rear focus. Rise, fall, tilt, swing and lateral shift adjustments on both front and rear. Hooded and scored ground glass focusing screen. Double extension bellows. It's the last word in quality and versatility.

4x5 Inch, EACH.....$ 79.50
5x7 Inch, EACH..... 89.50
8x10 Inch, EACH..... 110.00

B & J PORTRAIT VIEW CAMERAS

Conventional in design but fitted with many extra refinements—greater adjustment range—focus track lock. Extra long double extension bellows with demountable track extension for easy portability. Exclusive scored ground glass simplifies correction of perspective for focusing — eliminates distortion. Available in three popular sizes for home and studio portraiture and commercial work of all kinds.

4x5 Inch, EACH.....$ 59.50
5x7 Inch, EACH..... 69.50
8x10 Inch, EACH..... 89.50



PLUS THE COMPLETE LINE OF WORLD FAMOUS SOLAR ENLARGERS

SOLAR 120 ENLARGER

For all negatives from 35mm to 2¼x3¼ inches. Of time tested and proven quality with double condensers and a straight line optical system that brings out the best in every negative. Features include counter balanced lamp house, dustless negative carrier, non-actinic red baseboard, etc. Everything you need to produce big, beautiful enlargements is here.

EACH ONLY $55.00

SOLAR AUTOFOCUS

New! Automatic focus gives you prints that are 'eversharp' regardless of paper or negative size. Accommodates negative from 35 mm to 2¼ x 3¼ inches. Double condenser light system. Dustless negative carrier. Non-actinic red baseboard. It's the last word in fine enlarger design — for ease in operation.

EACH ONLY $139.50

SOLAR 57 ENLARGER

For advanced amateur and professional workers —portrait and commercial studios. Takes negatives up to 5x7 inches. The big, generously designed light and optical system assures prints of sparkling snap and brilliance. Tested and proven over the years, its fine performance and quality have made it the choice of many of the country's leading studios.

EACH ONLY $72.50

CAMERA AND ENLARGER ACCESSORIES – DARK ROOM SUPPLIES

COLOR ADAPTER

Converts most 2¼x2¼ and 2¼x3¼ cameras for use with color film. Easy to insert or remove. Enjoy the thrill of color with your present camera.

EACH .....$ 4.75

INGENTO WASHING TANK

Assures permanence of prints through complete washing and thorough removal of hypo. Prints swirl through constantly changing water.

16" Size.....$ 7.95
24" Size..... 10.85

FILM CLIPS

Of high tension spring steel with slip proof bull dog grip. Rust-proof. Die cut hook at top for hanging. It's a lifetime clip that combines efficient operation with safety to your films

EACH .....$ .20

Watson 35mm Dev. Tank

Stainless steel tank. Bakelite reel with wide cut bevelled grooves for easy loading. Light tight.

EACH ONLY .....$ 3.50

PRINT DRYER

Double duty print dryer for glossy or matte surface prints. Rotating head for easy loading and unloading. Thermostatic heat control. Large capacity. Economical.

EACH ONLY .....$ 39.50

REDUCING BACKS

For portrait and view cameras. Reduces 8 x 10 to 5 x 7, or smaller. Strong retainer springs—fine finish.

EACH ONLY $10.50

PHOTO LENSES

Lens are available here for all photographic needs from small cine lenses to large, long focus process units, enlarging and projection lenses. Write for a copy of lens list No. LL47. It's free

Sunshade Comb.

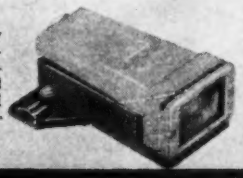
Ingento sunshade and filter holder for all lenses and cameras.

EA. $1.50

View Finders

Watson View Finders for all cameras. Interchangeable masks for all picture sizes. Fitted with parallax adjustment.

EACH .....$ 5.95



FREE BOOKLET

A complete Treatise on Enlarging—48 pages of valuable information—clear, concise, educational. Every amateur should have a copy. It's FREE!

MANUFACTURERS

BURKE & JAMES, INC.

PHOTO SUPPLIES SINCE 1897

321 So. Wabash Ave. Chicago 4, Ill.

1897-1947 50th Anniversary

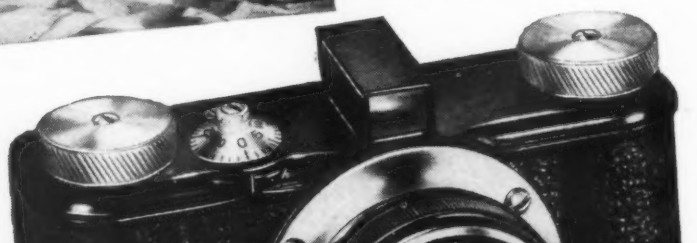
Happy Days

Summer days are camera days . . . when opportunities for good pictures are everywhere within your reach — the woods, the parks, the mountains, the lakes and rivers, even your own back yard • So, wherever you go . . . whatever you do . . . take a Spartus camera along with you. It will give you a full measure of picture pleasure. It will preserve another glorious summer of happy days for you • Spartus cameras are precision built, smartly designed . . . and remarkably low priced. They are so simple to operate that a youngster can take perfect shots with them. Get your Spartus today!

SPARTUS FULL-VUE

With this popular twin-lens reflex camera you can see the picture on the groundglass in the exact size as it will appear in the finished print, while the picture is being taken • Uses no. 120 or B2 film • Simple to operate, easy to handle • Smart design, precision built • Complete with shoulder strap.

FAIR TRADE
$9.98
tax included
Eveready Carrying Case
$3.00



SPARTUS 35mm

F7.7 achromat 50mm lens • Simplified UNISPEED shutter provides remarkable ease of operation • Focusing mount • 3 lens openings-F16, F11, F7.7 • Daylight loading 35mm cartridges • Built-in tripod socket • Automatic exposure counter.

FAIR TRADE
$12.50
tax included
Eveready Carrying Case
$3.50

At Better Stores Everywhere

SPARTUS CAMERA CORP.
711 W. Lake St., Chicago 6, Ill
Exclusive Distributors The Spencer Co.

DEALER INQUIRIES INVITED

• KODAK SPECIALS •

Kodak Monitor 6-20 K.A. Special F4.5 lens coated in Flash Supermatic Shutter with Field Case	$ 93.50
Kodak Reflex, K.A. F3.5 lens coated, Flash Shutter with Field Case	137.92
Brownie Target 6-20	5.18
Brownie Target 6-16	5.75
Cine Kodak Special with 100 ft. Film Chamber	586.67
Kodascope 16-20 with case	245.00
Sound Kodascope FS 10-N	500.00
8x10 Kodak 2 D View Camera and case	133.50
Kodak 35 with K.A. coated F4.5 lens	43.87
Kodaslide Projector, Model I	25.00
Kodak Precision Enlarger and accessories	116.67
Kodak Ektra F1.9 lens, in stock	542.50
Extra Back, in stock	74.08
Ground Glass Back, in stock	20.42
Telephoto for Ektra 135 mm. lens F3.8 Ektar, in stock	172.67
Telephoto for Ektra 90 mm. lens F3.5, Ektar, in stock	113.17
Close Range and View Finder, in stock	58.33
Fitted case for above, hand stitched, velvet lined, in stock	72.50
Kodak 35, F3.5 K.A. Special coated in Flash Shutter	60.03
16 mm. Kodak Master Editing Outfit	71.35
Kodascope 8-33, F2 lens 500 Watt Lamp	70.00
Kodak A B C Dark-room Outfit	7.58
Kodaslide Projector 2A	47.50

• BEACON SPECIALS •

9x12 cm. Agfa S.E. F4.5 13.5 cm. Dbl. Ana. S.A. Shutter to 1/100	$ 45.00
9x12 cm. Zeiss S.E. F6.3 13.5 cm. Novar S.A. Shutter to 1/100	37.50
9x12 cm. S.E. F6.3 13.5 cm. Magir S.A. Shutter to 1/100	34.50
9x12 cm. Contessa Nettel S.E. F4.5 13.5 cm. Zecanar Ana. D.A. Compur Shutter to 1/200	72.50
9x12 cm. Volta S.E. F8 13 cm. Helios S.A. Shutter to 1/100	37.50
Zeiss 9x12 Focal Plane Ica 1/15 to 1/1000 sec. F4.5 6" Tessar in Helical Focusing Mount	84.50
6x9 cm. Agfa F4.5 10.5 cm. S.A. Shutter to 1/100	42.50
Folding #118 Film Pack Camera F6.3 13.5 cm. Kalar Ana. Shutter to 1/100.	32.50
Compass Camera F3.5 35 mm. R.F., Viewfinder, Angle View Finder, Stereoscopic Head, Roll Film and Cut Film Backs, Shutter Speeds 4½ sec. to 1/500	202.50
Kodak Medalist I F3.5 Coated Ektar	212.50
E.K. Super 620 F3.5 100 mm. K.A. Special with built-in Exposure Meter	122.50
Argoflex F4.5 lens, not coated	59.75
Rolleiflex Automatic, like new	282.50
Rolleiflex Standard, F3.5 Tessar	152.50
Ikoflex I F3.5 Triotar, Compur to 1/300.	112.50
Kine Exakta F2.8 Tessar, Focal Plane to 1/1000	265.00
Super Ikomat A Special F3.5 Tessar R.S. Compur Rapid to 1/500. E.R. Case	132.50
Ikoflex F4.5 Novar S.A. Shutter	54.00
Welta F3.5 7.5 cm. Trinar Ana. Shutter to 1/250	47.50
Robot I with Extra Spring F4 Sonnar	82.50
Robot I with F2.8 Tessar	122.50
Biotar F2 Wide Angle lens for Robot	82.50
Mercury II F2.7 Tricor coated, Used	72.75
Sept. 250 Exposure, F3.5 Focusing Stellor, complete with Stroboscope Connection	82.50
Pupille 16 cm. 127, F3.5 50 mm. Xenar R.S. Compur 1/300 and Special Reflex Finder	$ 87.50
Zeiss V.P. Film Pack F4.5 3" Tessar in D.S. Compur, complete with F.P.A. and 3 holders.	62.50
Rolleidoscop Stereo F4.5 Tessars, 120 Film, Shutter Speeds to 1/500	362.50
Polyscop Stereo F4.5 Tessars, 45x107 Film, Shutter Speeds to 1/200	62.50
Heidoscop, Two Heliar Lenses	192.50
Argus Color Camera 35 mm. F4, Shutter to 1/150	37.50
120 Folding Camera F 4.5 110 mm. Dehel Shutter to 1/150	32.50
Jubilette F2.9 Triopian Compur Shutter to 1/300	52.50
4x5 Pre-Anniversary Graphic F4.5 Skopar, Compur Shutter to 1/200, Abbey Flash Gun	182.50
Zeiss Nettax 35 mm. F2.8 Tessar, Cpld. R.F., Shutter to 1/1000	210.00
Leica D F3.5 Elmar	172.50
Leica III A F2 Summar	225.50
Leica D, Black F2.5 Hektor	162.50
Leica A, F3.5 Elmar	92.50
Russian Leica, Chrome F3.5 Shutter to 1/500 Cpld. R.F.	132.50
Leica III B F2 Summar E.R. Case	252.50
Leica III A Chrome F3.5 Elmar E.R. Case	212.50
Leica E, Black Box Only	72.50
9x12 cm. Mirroflex F4.5 Tessar	125.00
Korelle-Reflex F2.9 Radionar	122.50
Bier-Flex F3.5 Victar	112.50
9x12 cm. Dbl. Ext. F4.5 Steinheil Convertible, Shutter to 1/200	82.50
6x9 cm. Zeiss Ideal F4.5 12 cm. Tessar, Dbl. Ext. Compur Shutter to 1/250	72.50
2¼x3¼ Speed Graphic F4.5 Coated Ektar, Kalart R.F., Graflex Gun, Holders and F.P. Adapter	252.50
Retina I F3.5 Ektar, Body Release, Compur Shutter to 1/300	85.00
3¼x4¼ Speed Graphic, F4.7 coated Ektar in Supermatic Shutter, Hugo Meyer R.F. DeMornay Flash Gun	262.50
Plaubel Makina II F2.9 Anticomar, Compur Shutter to 1/200	115.00
Balda F2.9 Meyer Triopian, Compur Shutter to 1/250	57.50
Super Ikonta A, F3.5 Tessar, Compur Shutter to 1/500	82.50
Zeiss Nettar A, F4.5 Nettar, Shutter to 1/175	47.50
Agfa Commander F4.5 Agfa Ana. Shutter to 1/250	45.00
Agfa 120 F4.5 Apotar, Shutter to 1/150	52.50
Bellax 120 F4.5 Radionar, Compur Shutter to 1/250	52.50
Kodak 616, F4.5 K.A. Compur-Rapid to 1/400.	52.50
Perfex 55, F2.8, Shutter to 1/1250	62.50
Voigtlander 120, F4.5 Skopar, Shutter to 1/100	27.50
2¼x3¼ Graflex B F4.5 K.A.	100.00
3¼x4¼ Telegrafex F4.5 Heliar	110.00
Icarette F6.3 Novar, Shutter to 1/100	15.00
Detrola F3.5, Shutter to 1/200	19.75
6x9 Nagel, F4.5 Nagel Ana., Shutter to 1/100	37.50

• MOVIE CAMERAS •

E.K. Magazine, 16 mm., F1.9	$175.00
E.K. Magazine, 8 mm., F1.9	145.83
Cine Kodak 8, Model 25, F2.7	64.17
Bolex H8 and F1.4 Switar	442.92
Bolex H 16 K.A. F1.9	365.65
Bolex H 16, F1.4 Switar	466.25
Keystone 16 mm., F2.7	74.50
Keystone 16 mm., F1.5	107.50
B & H, 8 mm., Turret	156.98
Filmo 70 D.A. F1.9	307.17
Keystone K8, F2.5	64.50
B & H Sportster F2.5	102.61
Cinemaster II	66.65
Autoload 16 mm., F1.9	214.09
Automaster 16 mm., F1.9	332.50
8 mm. Revere F2.5	77.50
8 mm. Revere Turret F2.5	110.00
8 mm. Revere Magazine F2.5	125.25
8 mm. Briskin Magazine F2.5	99.50
8 mm. Bolex L8, Kern F2.8	152.50

• PROJECTORS •

Kodascope 16-20	$225.00
B&H Diplomat	273.30
B&H Showmaster	312.95
B&H Filmosound No. 179	603.50
Keystone A-82	$ 99.50
Ampro Century	460.65
Sound Kodascope FS-10N	450.00
Bolex G 8-16	331.00
Kodascope 8-33	70.00
Universal PC500	69.50
Keystone R-8 500w	74.50
Keystone A-8 750w	116.50
Ampro A-8 500 and Case	159.00
DeJur 8 "1000"	174.00
B&H Master "400"	177.45
Craig Projecto-Editor	85.00
Craig Viewer	only 60.00
EK Editing Kit 16 mm	62.50
EK Editing Kit 8 mm	55.30
EK Movie Viewer 16mm	23.50
Mult-Efex Titler	31.15
8mm Bell & Howell	177.45
16mm Sound Movie Mite	298.75
16mm Victor 40 B Sound	454.50
16mm Sound Natco	479.00
16mm Sound Ampro Premier 20	512.50

• LENSES •

B & L Tessar 8"	$ 75.00
Zeiss Dagor 7¼"	62.50
Goerz Dagor 6½" in shutter	65.00
Betax No. 2 6½" in shutter	65.00
Optimo No. 4 9½" Tessar IC in shutter	142.50
Schneider Symmar 6" Dbl. Convertible, Compur shutter	75.00
B & L Tessar F4.5 7½" Acme Shutter	172.50
Zeiss APO—Tessar, F9, 30 cm	182.50
B & L Zeiss Tessar Series IIb F6.8 7½" in shutter	152.50
5½" Tessar IC F4.5 Betax No. 3 Shutter	72.50
F3.5 Cassar in Ibsor Shutter 7.5 cm	32.50
F4.5 15 cm. Tessar, Compur Shutter	122.50
Turner-Reich Triple Convertible F4.5 8" in Alphax Shutter	132.50
F4.5 13.5 cm. Zeiss Tessar in Compur Shutter	92.50
F6.3 13 cm. Zeiss Tessar in Compur Shutter	62.50
F4.5 13.5 cm. Optaros in Ibsor Shutter	52.50
F6.3 6" B & L Tessar IIb in compound	92.50
F4.5 16.5 cm. Doppel Anastigmat in Compur Shutter	92.50
F6.3 7½" Velostigmat in Betax No. 2	92.50
F4.5 6" Tessar in focusing mount	72.50
F6.8 6½" Goerz Dagor in Compound	92.50
F8 6½" Hannover Ana. in Vario	32.50
F6.8 5¼" Novar in Ica Shutter	42.50
F8 5¼" Ilex in Ilex Shutter	42.50
F4.5 5¼" Skopar R.S.D.A. in Compur Shutter.	82.50
F3.5 2" Ektar in 1/500 R.S. Compur	32.50
F4.5 2" Wollensak Velostigmat in shutter	22.50
F4.5 15 cm. Zeiss Tessar	72.50
F6.8 6½" Goerz Dagor	82.50
F4.5 6" Heliar in sunk focusing mount	62.50
F5.4 14 cm. Voigtlander Collinear in sunk focusing mount	62.50
F4 8¾ D.F. Wollensak Verito BBL Iris	122.50
F5 10" Series "A" Wollensak Portrait lens in BBL, Iris Diaphragm	92.50
F8 20" C.P. Goerz Extra Rapid Lynkeloskop series C	72.50
F3.5 32 cm. Aero—Xenar in BBL	182.50
F7.2 20" Anastigmat	152.50
F6.5 20" Zeiss-Krauss Tessar	182.50
6" B & L Tessar in barrel	62.50
73 mm. Hektor F1.9	182.50

OUR POLICY!
Beacon always gives you the FAIREST and FASTEST service . . . that's why BEACON SHOWS THE WAY!

BEACON CAMERAS

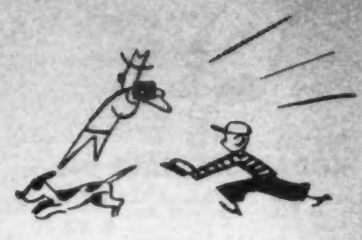
6 BEACON STREET, BOSTON 8 MASS. CAPitol 9409 ★ ★ ★

THE NEW

Perfex de Luxe

35 MM STILL CAMERA

BETTER PICTURES WILL BE YOURS WITH THIS NEW DE LUXE 35 MM CAMERA



DE LUXE
WITH F:2.8, 2 INCH
COATED LENS
$91.00 Tax paid
CAMERA WITH F:2, 2 INCH
COATED LENS $175.00 Tax paid

FOR BREATHTAKING KODACHROMES and NEW BEAUTY IN BLACK and WHITE

For new beauty in color—for transparencies that capture the glory of the richest sunset . . . for pictures in black and white that are a thrilling experience in detail and tone value . . . for high speed flash photography—you will want this new 35 mm Perfex De Luxe. Its high speed lens and focal plane shutter make you the master of speed and action shots—rich pictorials, candids, portraits, sports and illustrative photography. Yours will be the better pictures when you snap with a Perfex.

TELEPHOTO LENS
Wollensak F:3.5, 101 mm. Coated anastigmat lens. Tax paid. **$100.00**

• • •

FLASH GUN
Mounts directly on camera for perfect synchronization of flash. Tax paid. **$8.75**

• • •

EVEREADY CASE
Always ready for use. Protects the camera from dust, etc. **$8.50**

• • •

Filters, Extension Tubes, Sunshades and other accessories available.

CAMERA CORPORATION OF AMERICA
844 W. ADAMS ST., CHICAGO 7

For your free copy of "Advantages of 35 mm Picture Making" write Dept. PP7.

AT BETTER DEALERS EVERYWHERE

MINIFILM OFFERS YOU THIS $12.50 SUNSHADE AND COMPLETE FILTER KIT Free

with your order of one of these

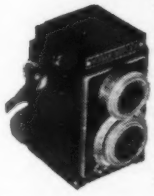
LIKE BRAND NEW CAMERAS

Excellent, clean, perfect working condition
Highest quality imported cameras
10-Day Free Trial Period!

FREE GIFT!

Free Aluminum sunshade and complete filter kit to fit the camera you desire, giving you a most necessary accessory combination to obtain maximum results with the camera you select. Value $12.50. Yours free with each Leica, Contax, Rolleiflex and Ikonta purchased. Take advantage of this friend-winning introductory offer right NOW!

NEW CAMERAS



35mm Argus A 2, F 4.5 coated. Case	$ 29.85
35mm Argus C 3, F 3.5 coated. Case	70.33
35mm Perfex 55, F 2.8 cpld. Rfdr, CC	97.90
35mm Clarus F 2.8, cpld. coated, CC	122.00
Vokar F 2.8, cpld. coated, CC	86.50
Mercury II, F 2.7 coated, CC	86.50
Argoflex F 4.5, CC 120 size, coated	69.63
Ciroflex F 3.5, Alphax Shutter	76.95
120 Monte Carlo Folding F 4.5	45.40
120 Monte Carlo Folding F 3.5	56.40
Kodak "95", rfdr., F 3.5	80.81
Kodak Reflex, 120 F 3.5, case	120.42
Kodak Medalist II, F 3.5 Ektar	262.50
Micro "16" Camera & 2 Boxes Micro Film	31.50
Leica IIIC, F 3.5 Elmar, coated	332.50
Leica IIIC, F 2 Summitar, coated	448.00
New Rolleicord, F 3.5 Triotar, case	165.00
Automatic Rolleiflex, F 3.5 Xenter	300.00

Add Interest to Your Films!

Auxiliary 8MM and 16MM Movie Lenses!

15mm E. K. F 2.7 W. A. lens & adapter	$ 74.15
17mm Wollensak F 2.7 Focusing mount.	62.50
1 inch F 1.9 E. K. coated lens	81.67
1 inch F 3.5 T.H.C lens	25.00
2 inch F 1.6 E. K. coated lens	119.40
Wide angle att. for Revere, Keystone, Perfex, Bolex 8, Kodak	27.50
38mm, F 3.5 tele. lens Wollensak for 8mm	39.50
1½"—F 1.9 Cinor lens for 8mm	52.60
2"—F 3.5 Elgeet Fixed focus tele. coated	33.56
1½"—F 3.5 Elgeet Fixed focus tele. coated	26.18
1½"—F 3.5 Elgeet Focusing mount, coated	41.94
1½"—F 2.5 Elgeet Focusing mount, coated	51.46

FILM

ROLL—MOVIE—35MM—PACK

Ansco & Kodak — Minimum Order 3 rolls
127..27c 120-620..33c 116-616..38c

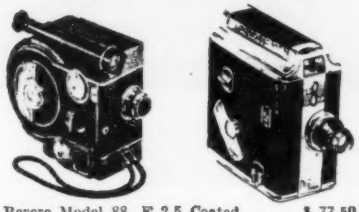
Ansco—120-620 Color Roll Film	$1.11
Memo Cart Ansco Supreme	.71
Kodachrome 35mm 20 Exp. Day & Type A	3.04
35mm Frame Numbered Minifilm Daylight Loading Cartridges 36 EXP. Eastman Super XX, Plus X, Panatomic X, Ansco Supreme, Ultra Speed, each	.65
27½ ft. notched and numbered	1.60
100 ft. numbered	5.00

SPECIAL

100 ft. 35mm Bulk film—your preference 35mm Daylight loader—100 ft. capacity	$8.85
8mm Kin-O-Lux #2 (Weston 12)	1.65
8mm Kin-O-Lux #3 (Weston 50)	2.40
8mm Kin-O-Lux G.S. (Weston 100)	2.40
Kodak 8mm Kodachrome Dbl. 8	3.76
Ansco 16mm Triple 5 Pan 100 ft.	6.60
Kodak 16mm Super X Pan 100 ft.	6.60
Kodak 16mm Kodachrome 100 ft.	8.86
Ansco 16mm Color 100 ft.	8.75
Kodak 16mm Kodachrome 50 ft. mag.	5.81

35MM Ansco Color Reloads, 20 EXP. 6 rolls for **$5.00**

NEW 8MM CAMERAS AND PROJECTORS



Revere Model 88, F 2.5 Coated	$ 77.50
Revere Model 99, F 2.8 Turret	110.00
Revere Model 70, Mag. Load, F 2.8 Coated B&L	127.50
Briskin 8mm Mag. Camera, F 2.5 lens $99.50; F 1.9 lens	122.50
Bell & Howell 8mm Sportster, F 2.5 lens, coated	102.61
Bell & Howell 8mm Aristocrat, F 2.5 lens, turret, coated	156.98
Keystone 8mm, Model K 8, F 2.5 Wollensak coated	64.50
Keystone 8mm Model K8, F 1.9 Wollensak coated	91.50
Bolex L 8—8mm F 2.8 Yvar lens	139.48
Perfex 8mm Mag. Camera, F 2.5 coated Wollensak	89.50
Revere Deluxe Proj., 500 W 8mm	120.00
Keystone R 8 Proj. 500 W 8mm	74.50
Ampro 8mm Proj. 750 W, 400 Ft. CC	168.00
DeJur 8mm Proj. 750 W, 400 Ft. CC	174.00
Bell & Howell 8mm Proj. Master 400	177.45

NEW 16MM CAMERAS and PROJECTORS

16mm Cinklox, F 2.5 coated Wollensak	$ 76.15
16mm Bolex H 16, Turret, Frame Counter, F 1.9 Kodak lens	365.65
16mm B & H Mag. Load Automaster, F 2.5 lens	305.15
16mm Valette, 750 W, 2000 Ft. arm, conv. to sound	217.50
L.N. 16mm Ampro Proj. 750 W, CC	175.00
16mm B & H Diplomat, 750 W, CC	273.30
16mm B & H Showmaster, 750 W, CC	312.95
16mm Ampro Premier 20 Sound Proj.	540.00
16mm Movie Mite Sound Proj.	295.00

CAMERAS for BEGINNERS

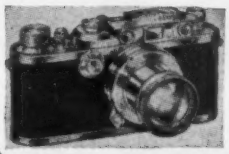
127 Clex-O-Flex Reflex Camera	$ 5.40
35mm Spartus Candid Camera, F 7.7 coated	12.50
Spartus Ful-Vue, 120 size 12 exp. Reflex	9.95
Hollywood Reflex, 120 size 12 exp. F 11 lens	16.95
Univex Uniflash Camera coated lens	8.75
120 Voigt Folding, 12 exp.	16.95
120 Voigt Folding, with flash gun	21.00
Univex Meteor Camera, built-in flash	15.00
127 Fed. Flash Camera, with Flash	11.85
Winpro 35, Crystal lens	10.95

LEICA LENSES

35mm Elmar F 3.5 W.A. lens	$103.00
50mm Elmar F 3.5 lens	55.00
90mm Leitz Elmar F 4 lens	115.00
135mm Leitz Hektor F 4.5 Tele. lens	125.00
Leitz Chrome Vidom Finder	55.00
New Abbey Autoset Flash for Leica	50.00

Comb. Aluminum Panhead and 3 sect. Alum. Tripod for your camera.. **$5.95**

Write for Our Free New 1947 Catalog Now Available — Highest Trade-in Allowances for Your Camera! — Mail Orders Promptly Filled—Postpaid or C.O.D. — Note: On C.O.D.'s kindly include 10% Deposit with order; Balance C.O.D.



LEICAS

Standard Leica, F 3.5 Elmar & Case	$ 75.00
Russian Leica, Model D, cpld, F 3.5 Elmar, Case	95.00
Leica II, (Model D), cpld, F 3.5 Elmar, Case	140.00
Leica III, (Model F), chrome, F 3.5 Elmar, Case	195.00
Leica III A (Model G), chrome, F2 Summitar, Case	295.00
Leica IIIA (Model G) chrome, F 2 Summar, Case	245.00

IKONTAS

Super Ikonta A, cpld, F 3.5 Tessar, Case	$135.00
Super Ikonta B, F 2.8 Tessar, Case	210.00
Ikoflex III, F 2.8 Tessar, Case	325.50

CONTAXES

Contax Model I, F 2 Sonnar Lens, Case	$175.00
Contax Model II, F 2 Sonnar, Case	275.00
Contax Model II, F 1.5 Sonnar, Case	325.00
Contax Model III, F 2, Sonnar, Case	325.00
Contax Model III, F 1.5 Sonnar, Case	375.00

MISC. 35MM

35mm, Retina I, Ektar F 3.5 & Case	$ 69.50
35mm, Retina II, F 2 Xenon, Case	175.00
35mm, Robot I, F2.8 Tessar	115.00
35mm, Weltini, RFDR, F 2 Xenon	155.00

ROLLEIS

Rolleicord I, F 4.5 Triotar lens, Case	$125.00
Rolleicord II, F 3.5 Triotar lens, Case	145.00
Standard Rolleiflex, F 3.5 Tessar, Case	155.00
Late Standard Rolleiflex, F 3.5 Tessar, Case	285.00
Automatic Rolleiflex, F 3.5 Tessar, Case	310.00

YOUR USED EXPOSURE METER SAVES YOU $7 AT MINIFILM TOWARDS A NEW ONE!

Minifilm will allow you $7 or more on any exposure meter you have regardless of make, towards purchase of any of these new photo-electric exposure meters. Why risk using a worn or possibly defective exposure meter when you can have one that is perfect and brand new at this saving.

Weston Master II & Case	$31.67
GE-DW 58 & Case	28.95
DeJur Autocritic	23.75
Hickok	26.75
DeJur Prof. "Lifetime" & Case	32.50

MAIL THIS COUPON FOR JIFFY DELIVERY

MINIFILM CAMERA EXCHANGE, Dept. K,
1190 AVENUE OF THE AMERICAS, N.Y.C.
Please rush to me the following photo equipment:

.....

.....

..... for which I enclose .....

☐ Check here if you wish order sent C.O.D., ☐ or Postpaid.
☐ Check here if you want our Free New 1947 Catalog.

NAME .....

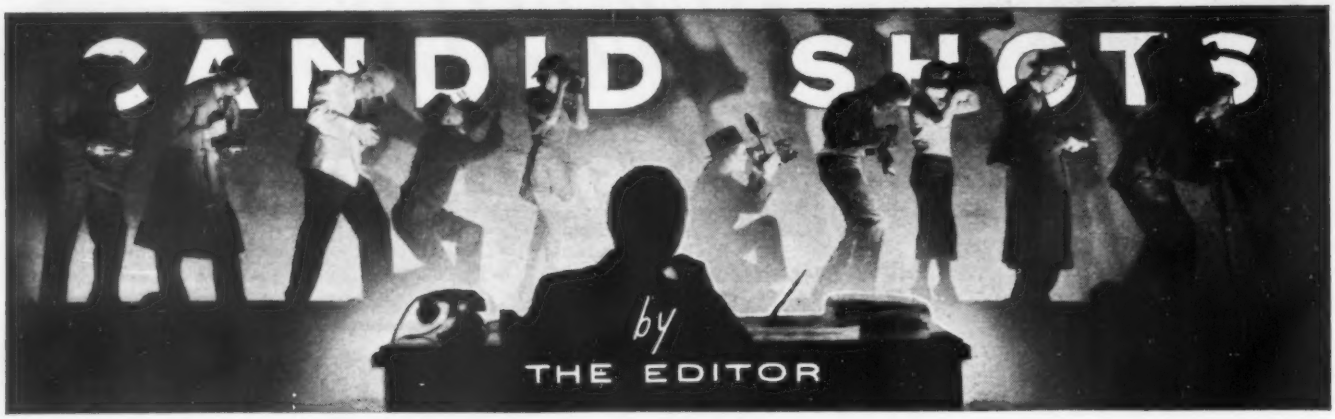
ADDRESS .....

CITY ..... ZONE ..... STATE .....

Minifilm CAMERA EXCHANGE

1190 AVENUE OF AMERICAS • NEW YORK CITY, N.Y.

DETROIT PUBLIC LIBRARY



IN LINE with other informal discussions on amateur photography that recently have appeared in this column, we would like to add a few words on the subject of making good pictures.

Amateurs who advance to a point in their picture taking where they feel the urge to join a camera club soon become aware of the group's interest in pictorial work, salon exhibitions, print competitions, and print criticism sessions. Most clubs devote an evening a month to the latter, wherein one or more of the older and more experienced members, or guest critics, discuss the merits and faults of members' prints. This club service has been one of the most helpful aids to the serious worker, and has been instrumental in the technical and artistic advancement of many who today are prolific salon exhibitors.

In fact, so valuable is this guidance to the amateur that the idea has been expanded by the Photographic Society of America through the inauguration of a number of traveling portfolios (39) which circulate among members (945), many of whom live in towns and cities that have no organized camera groups. Participants get comments on their prints from others in their portfolio circuit, plus an evaluation from a seasoned critic.

ALL THIS brings to mind the fact that, while many have the ambition to become successful pictorialists and makers of prints worthy of public exhibition, there are countless camera fans who, because of the press of other interests and duties or lacking the need of an outlet for artistic expression, confine their picture taking to the documentation of home and family, vacation trips, and the like—the type of pictures ordinarily referred to as snapshots. But among this group of hobbyists there are many who have joined clubs as a means of improving their work and for the added fun offered by associations with a group.

While the average camera club of some years ago was composed largely of members whose primary interest was pictorial and exhibition photography, today's rosters represent a wider range of interests in the field—color, movies, documentary, technical. Accordingly many organizations are broadening their viewpoints and inaugurating activities that will appeal to all interests.

We once had a disgruntled club member tell us that every time he brought what he thought was a good snapshot of his youngster to the meeting for evaluation, the old-timers immediately judged it according to standards applied to exhibition prints, and generally ruled it "out." This suggests the idea of having clubs institute a criticism service for pictures not made for shows but solely for the enjoyment of the maker and his intimate friends. Undoubtedly this already is being done by many photographic groups.

SPEAKING of making better pictures, the first article in this issue, "Portrait of A Youngster," by Gordon Lord, gives some helpful tips on photographing children and suggests simple ways to make striking portraits of young subjects.

Also included in this issue is a story on composition by Val Samuelson (page 52), in which the author shows how easy it is to make better pictures by following a simple rule in arranging subject matter before the camera with the aid of the viewfinder. Another article planned especially for readers of POPULAR PHOTOGRAPHY tells how to use flash for filling in shadows when making outdoor pictures in daylight (page 56), with the text and illustrations by Rus Arnold.

WITHIN a few days the first issue of our new companion publication, *Photography*, will make its appearance. Aimed to reach all photographers whose interests go beyond those satisfied by existing camera magazines, it will stress subject material of wide interest, of the kind that will be helpful, informative, challenging, and inspiring to advanced amateurs and professionals alike. All phases of photography will be discussed, theoretical, technical, aesthetic, and historical, and finest reproduction and presentation will be maintained. Although *Photography* has been planned for the camera owner who desires to practice the craft on a broader scale than the occasional picture taker, it recognizes the importance of the casual snapshot and its maker. To him we extend an invitation to explore the pages of this new magazine, with the thought that here he may find the inspiration that will awaken a desire to make more and better pictures, and through a fuller understanding of the photographic technique find greater enjoyment from this fascinating hobby.

—*Frank Fenner, Jr.*

Popular Photography — Ted Miller

"You and your fancy camera angles!"

NEW CAMERAS

Universal Meteor 2 ¼x2¼, Built-in Synchronized Flash, Coated Lens	$ 15.00
Flash Gun for Meteor	7.20
Voigt 2 ¼x2 ¼ Folding f4.5 Wollensak CT Lens with Leather Case	38.00
Kodak Vigilant 620 f6.3 Lens, Case	34.28
Kodak Vigilant 620 f4.5 Lens, Flash Kodamatic Shutter, Case	54.99
Kodak Monitor 620 f4.5 Lens, Flash Kodamatic Shutter, Case	76.76
Voigt 2 ¼x2 ¼ Folding f4.5 Coated Anastigmat, Compur Rapid Shutter with Speeds to 1/500 second, Case	80.19
Argoflex Reflex f4.5, Coated, Case	69.63
Kodak Reflex f3.5, Field Case	137.92
Argus C3 f3.5 Coated, Coupled Rangefinder, Synchronized Flash Unit	61.83
Eveready Leather Carrying Case for Above	8.50
Kodak Flash Bantam f4.5	57.72
Kodak 35 f3.5 Rangefinder Model	80.81
Mercury II f2.7 Coated 1/1000 Second	82.50
Perfex 35mm DeLuxe Model f2.8 Coated Wollensak, Coupled Rangefinder, Focal Plane Shutter Speeds to 1/1000, Case	91.00
Flash Gun for Perfex DeLuxe	8.75
Graflex 2 ¼x3 ¼ f4.5 Coated Ektar	157.50
Busch-Pressman 2 ¼x3 ¼ Outfit Complete with f4.5 CT. Wollensak in Rapax Shutter and Kalart Coupled Rangefinder, F.P.A.	175.25
Kodak Medalist II, Ektar f3.5	262.50
Tan Leather Field Case for Medalist	15.00
Grover 5x7 View Monorail Less Lens	71.00
Grover 8x10 View Monorail Less Lens	103.00
4x5 Newton View, List $79.50 Special	47.50
Gundlach 5x7 Korona View	49.20
Gundlach 8x10 Korona View	54.60
Meridian 4x5 Equipped with 162mm f4.5 Coated Wollensak in Rapax Shutter Kalart Rangefinder and DeMornay-Budd Synchronizer	346.80
4x5 Crown Graphic View, 135mm f4.7 Graflex Optar in Graphex Shutter	181.50

CAMERAS FOR THE BEGINNER

Kodak Baby Brownie Special	$ 3.16
Kodak 620 Target Brownie	5.18
Ansco 120 Shur Shot	3.95
Kodak 616 Target Brownie	5.75
Kodak 620 Flash Brownie	10.35
Kodak Synchro Brownie Reflex	9.49
Ansco 620 Pioneer Flash	7.48
Ansco 616 Pioneer Flash	8.34
Universal Uniflash w/Flash Gun	8.65
Fed Flash with Flash Gun	13.90
Spartas 120 Full View Reflex	9.95
Spartas 35mm f 7.7-50mm Lens	11.95
Ansco 616 Clipper Folding	9.95
Beacon 127 Folding W/Case	12.45

FREE

"Helpful Hints for Better Pictures"

Send for your FREE booklet "Helpful Hints for Better Pictures," by Jacob Deschin, A.R.P.S., noted photographer, author and lecturer, exclusive with Royaltone only.

FREE: Latest Bargain Catalog

Special Sale

All Metal Vokar Slide Projector, 100 Watts, with 4" f3.5 Lens. Complete with Dual Slide Carrier. List Price $15.90.....Special $7.95

MOVIE EQUIPMENT

8mm Cameras

Cinemaster II f2.5 Coated	$ 66.65
Keystone K8 f2.5 Coated	64.50
Kodak 8 Model 25 f2.7 Coated	64.17
Revere 88 f2.5 Coated	77.50
Revere Turret f2.8 Coated	110.00
Perfex Magazine f2.5	89.50
Revere Magazine f2.5	127.50
Bell & Howell Sportster	102.61
Bolex H8 Frame Counter f1.4 Switar	442.92
Cine Kodak 8 Magazine f1.9	145.83

8mm Projectors

Kodascope 833-500 watt f2 Coated	$ 70.00
Universal PC12 Coated Lens	37.00
Universal 500 watt f2 Coated	69.00
Keystone R8 500 Watt	74.50
Revere DeLuxe f1.6 Coated	120.00
Carrying Case for Revere	7.50
Ampro A8 500 Watt 1" f1.6 Coated	154.00
Carryng Case for Ampro 8	14.00
De Jur 1000 Watt f1.6	159.50
Carrying Case for DeJur	14.50
Bell & Howell Filmo 8 Master, Case	177.50
Bell & Howell Filmo Picture Master	262.00

16mm Cameras

Cinclox f2.5 Coated 100 ft. Capacity	$ 76.00
Keystone A7 f1.9 Coated	107.50
Cine Kodak Magazine f1.9	175.00
Bell & Howell Autoload Magazine f2.5	186.67
Bell & Howell Autoload Magazine f1.9	214.09
Bell & Howell Auto Master Mag. f2.5	305.09
Bolex H16, Frame Counter EK 1" f1.9	365.65

16mm Projectors

Excel 16mm P29	$ 19.95
Excel 16mm Senior 400 ft. Capacity	56.75
Kodak Kodascope 16-10 2" f1.6	127.50
Kodak Kodascope 16-20, Cordomatic Reel 2" f1.6 Coated 750 Watt, Case	245.00
Valette 1000 Watt 2" f1.6, Case	195.00
Movie Mite Sound Projector	298.15
Kodak Sound Projector, Case	500.00
Natco Professional Sound Projector	479.00
Ampro Premier-20 Sound Projector	540.00
Bell & Howell Filmo Sound Projector	579.00

Movie Accessories

P.M. Projection Stand	$ 17.95
P.M. Movie Titler	39.00
Craig Junior Editing Combination	10.50
Craig Master Combination W/Master Rewinds	25.50
Craig Junior Splicer for 8 & 16	4.05
Craig Senior Splicer for 8 & 16	13.50
Craig 8mm Projecto Editor	40.50
Craig 16mm Projecto Editor	54.00
Hollywood 8mm Titler	10.10
Dalite Versatol 30x40 Screen	9.45
Dalite Challenger 30x40 Screen	14.17
Dalite Challenger 37x50 Screen	20.00
Radiant DL 37x50 Tripod Screen	24.75
All Metal 8mm Chest for 12 R&C	2.75
All Metal 16mm Chest for 12 R&C	3.75

AIDS FOR BETTER PICTURES

Skan Exposure Meter, Case	$ 12.95
DeJur 6A Exposure Meter, Case	18.00
DeJur 40 Critic. List $23.50.....Special	16.95
G.E. DW58 Meter. List $26.95.....Special	19.95
Weston Master II and Case, L.N.	24.95
Weston Master II Meter and Case	31.67
Hugo Meyer Pocket Rangefinder	12.50
Brownie Pocket Rangefinder in Meters	9.75
Chess United Pocket Rangefinder	10.95
Albert Royal Tripod. List $21.50.....Special	15.50
Bolex Ambol Tripod. List $43.00.....Special	27.50
Chapin Model C Tripod. List $19.50....Special	10.98
Quick Set Junior Tripod Pan Head	23.35
5 Section All Metal Tripod	7.45
7 Section All Metal Tripod	8.95
Crown No. 2 Tripod. $19.75 No. 4	27.50
Ansco Universal Camera Stand	58.15

Special on Filters

Compression Spring Adjustable Filter Holder. Complete with Optical Ground Yellow Filter, No. 2 Portra, No. 3 Portra, No. 1 Telek and No. 2 Telek Lenses.
All Fitted in Leather Case, All for:

No. 1 Set Lens Diameters of ⅞" to 1 ¼"	$ 4.95
No. 2 Set Lens Diameters of 1 ¼" to 1 ¾"	5.25
No. 3 Set Lens Diameters of 1 ½" to 2 ¼"	5.85

ACCESSORIES

Albert Viceroy 4x5 Printer	$ 9.20
Cykon All Metal 5x7 Printer	17.95
Precise All Metal 11x14 Easel	6.75
Kodak Projection Print Scale	1.29
Chandler All Metal 6" St. Edge Trimmer	2.75
Chandler All Metal 6" Deckle Edge Trimmer	3.15
Kodak Automatic Tray Siphon	4.75
Yankee Adjustable Roll Film Tank to 116	2.98
Talco Duplex Print Dryer	5.75
F & R Film Squeegee	1.40
5x7 Yankee H.R. Trays.....3 for	1.95
8x10 Yankee H.R. Trays.....3 for	2.98
11x14 Yankee H.R. Trays.....3 for	5.79
Complete Color and Retouching Kit	4.95
Fodeco Viewing and Retouching Desk	12.55
Kodak 35mm Slide File	1.00
Boes 35mm Dalite Film Loader	7.95
Weaco Roto Drum Dryer, 12x20	19.49
Weaco Roto Drum Dryer, 24x28	28.95
DeMornay-Budd Drying Cabinet	90.00

Cut Film Holders, 2 ¼"x3 ¼".....$3.49
3 ¼"x4 ¼"..$3.85 4"x5"..$4.00 5"x7".. 4.59

Kodak 2 ¼"x3 ¼" Film Pack Adapter	$ 7.58
Time-O-Lite Automatic Timer	18.40
Royaltone Dark Room Safe Lite with Two Filters	1.59
Kodak Dark Room Lamp	4.00
Variable Vignetter for Enlarging	1.44
C Sharp Focusing Device for Enlarging	3.00
Kodak Reference Hand Book	3.50
9th Edition Graphic Graflex Photography	4.05
9th Edition Leica Manual	3.60

Prompt Mail Order Service

Our mail order department is prepared to fill and ship your orders immediately . . . and to give expert advice in answer to your inquiries. Order today one or more of the "Royaltone Value Items" listed . . . and see for yourself why so many camera fans look to Royaltone FIRST for the BEST in Photography!

ROYALTONE CAMERA STORE
Dept. 73, 245 Seventh Ave., (Corner 24th St.)
New York 1, N. Y., Phone CHelsea 2-3310

Please rush me the photographic supplies I have checked above.

( ) I enclose check for .....
( ) Ship C.O.D. (Please include 10% deposit on C.O.D. orders.)
( ) Also send me FREE your booklet, "Helpful Hints for Better Pictures," and your bargain catalog.

Name .....

Address .....

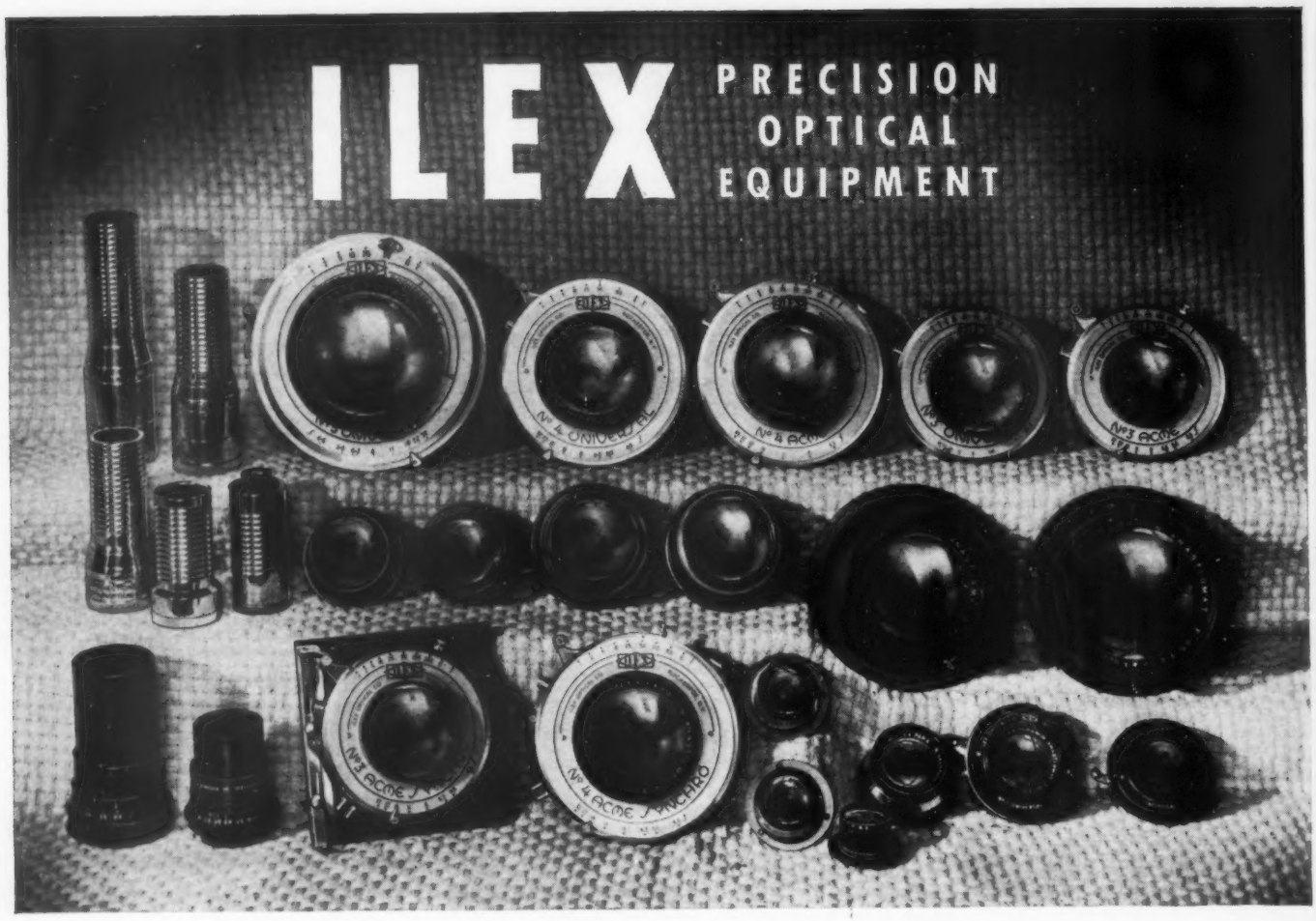
City ..... Zone ..... State .....

(NOTE:—While the supply lasts, a copy of the new Weston Film Ratings booklet will be included FREE at extra charge in each order.)

DETROIT PUBLIC LIBRARY

Royaltone CAMERA STORE

Dept. 73, 245 Seventh Ave. (cor. 24th St.), New York 1, N.Y. • CHelsea 2-3310



THERE'S AN ILEX SHUTTER AND LENS TO MEET YOUR PHOTOGRAPHIC NEEDS

Photographers today demand high standards of performance from their equipment . . . dependable shutter speeds, accurate exposure timing (especially for color), perfect synchronization, smooth, convenient operation, critical definition in lenses. Constant research and 36 years' experience assure dependable performance from the wide variety of Ilex Shutters and Lenses designed for your most exacting photographic requirements. Illustrated above is a variety of Ilex Precision Shutters and Lenses including the famous Ilex Acme Synchronized Shutters, Acme Shutters, Universal Shutters, and Paragon Lenses. Ilex Paragon Lenses (for taking, enlarging and projecting) are coated or uncoated as desired. For dependable performance in Shutters and Lenses, "Look to Ilex." Due to increased production, many Ilex products are now available. Ask your dealer about Ilex Precision optical equipment.

Write us about your photographic needs

ILEX OPTICAL CO. ROCHESTER 5, N. Y.

SHUTTERS AND LENSES ILEX **OPTICAL INSTRUMENTS**

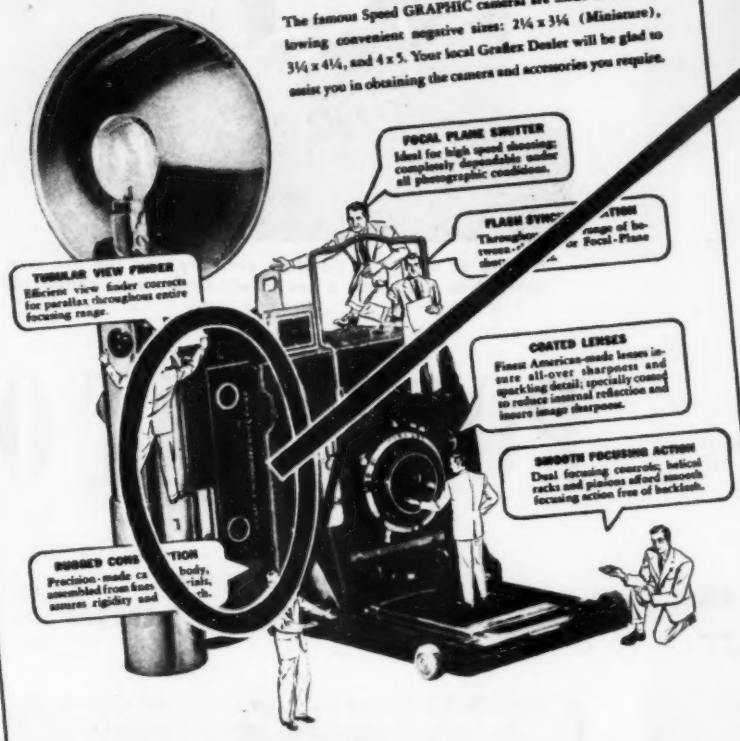
HY

THE

KALART Synchronized* PRISM RANGE FINDER and Focuspot*

WHEN YOU BUY A CAMERA look for DEPENDABILITY!

The famous Speed GRAPHIC cameras are made in the following convenient negative sizes: 2¼ x 3¼ (Miniature), 3¼ x 4¼, and 4 x 5. Your local Graflex Dealer will be glad to assist you in obtaining the camera and accessories you require.



GRAFLEX, INC., Rochester 8, New York

Visit Graflex Information Centers—At 50 Rockefeller Plaza, New York and 3045 Wilshire Blvd., Los Angeles, Cal.

(REPRINTED FROM POPULAR PHOTOGRAPHY MAGAZINE)

featured by **GRAFLEX**

as dependable accessories to the dependable

Speed Graphic Camera

Leading camera makers show their preference for the KALART *Synchronized* Prism Range Finder by featuring it in their own ads—by installing it at their camera factories. Reason, because they know there's nothing like it for dependable, accurate focusing!

Then, too, the KALART is the only range finder designed to utilize the sensational KALART *Focuspot* for focusing in poor light conditions—even total darkness!

Ask your dealer or write KALART, Dept. A-9, Stamford, Conn., for full description. You'll like KALART prices, too—

RANGE FINDER $38.50

FOCUSPOT $15.25

INSTALLATION $3.00

(All prices complete including Federal Tax)

*Registered trade marks of the KALART Company, Inc. designating the exclusive products of this company.

KALART

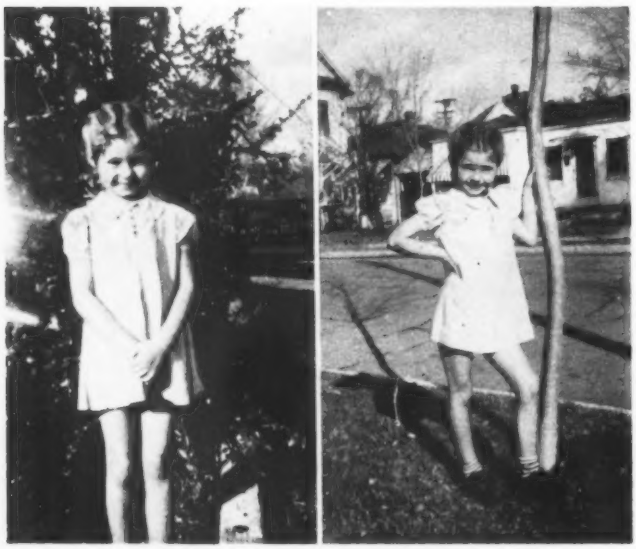
Copr. 1947, The Kalart Company, Inc., Stamford, Conn.

Nearly everyone has an old, worn fence somewhere in his neighborhood. Use it, and make it as effective a frame as this.

A bale of straw, a cloud-streaked sky, and the sun as a side light. You need only a few essentials for your child's picture.

PORTRAIT OF

Is this the way to capture the carefree spirit of a child?



Thousands of pictures like these pass across the counters of corner drug stores and photofinishers every year. Uncounted numbers of amateur photographers make them, and mount them in their albums where they remain, mute testimony to their makers' lack of imagination. You don't have to be guilty of this, for your pictures can be as good as Gordon Lord's, instead of like those above. Would you believe they are all the same child? And that the change was made, not by any magic of makeup or of camera, but by following a few simple rules?

Photographs and text

By GORDON LORD

CHILDREN are not only fun to photograph, but they *have* fun being photographed, provided you go at it in the right way and have enough patience and consideration for them as models. Having no children of my own, I have to borrow mine. You, who don't have to borrow yours, are lucky indeed. For if they aren't your own children, they must realize that you like children, themselves especially, if you are ever to succeed in getting their full cooperation, something you must have to get good child pictures.

Take them just as they are—don't slick down their hair or scrub their faces—for complete naturalness is the thing in child photography. But take pains with them, for although clothes do not make the child, the proper ones certainly help the photographer a lot. I like stripes, on little girls especially, to go with the plain backgrounds and props I use and you may, too. Modern, striped "T" shirts do very well on either boys or girls. If not stripes, plain colors are best. All white on girls is beautiful against a blue sky, either in color photography, or black and white. Any "smooth" color that will show sufficient contrast with your subject's skin and your background, will do however.

"Get out from under." By that I mean, get out from under trees, wires, bushes, buildings, any shadow-producing objects, or distracting items that might clutter up your otherwise plain background. Get out in the open sunlight, and make use of that sun too, because it is as natural as your little model, if given half a chance.

Get out of town, if necessary, to clear up that background completely. Pick your spot carefully so that you can shoot your picture with your camera as nearly level as possible and yet have a maximum of blue sky around your subject. Have

A playground is your scene, a swing is your prop. Everybody can do as well, too.

It doesn't take a reflector or fill-in flash to make a picture like this. Will you try it?

A low angle and relaxed subject combine to make a superb portrait.

A YOUNGSTER

Sunlight and a blue sky background are all the setting you need to capture the real personality of a child on film

an afternoon location and a morning location, where that "blue sky" background is always available and where you can shoot with the sun *behind* your camera and on your model at about forty-five degrees.

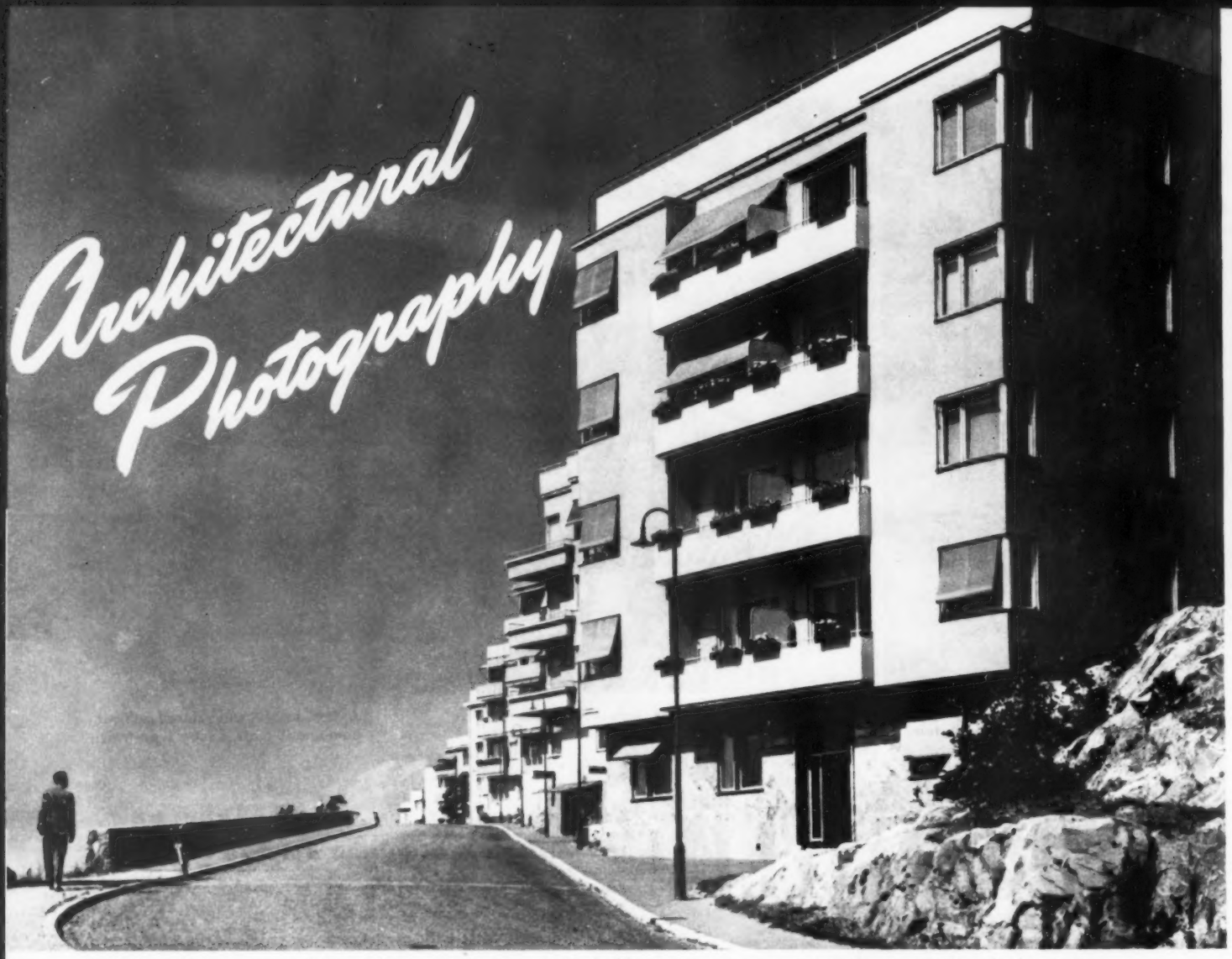
The reason for the afternoon and morning locations is that your model may not always be available at one or the other times, and mid-morning and mid-afternoon lighting are the best, I've found. Getting your child model in a receptive and agreeable mood is half the battle won. Make these little trips out to the edge of town "a looked-forward-to adventure" each time, and then both you and your little model will enjoy the whole proceedings.

Natural children need natural lighting and "Old Sol" himself is the most natural light source there is. I used no artificial lights or reflectors of any sort on Carole in these pictures you see reproduced here. No lights, one simple "prop" (the one she is "on"), are the only requirements you will need for a good outdoor "kid" picture, together with your camera, light meter, medium yellow filter, and your model dressed as simply as possible, and posed as naturally as possible against a clear, blue sky background. A tripod is advisable, unless you are shooting fast with a fast lens and a fast film in your camera. Sometimes you may find it difficult to "follow" children to the proper position with a tripod, but otherwise it is always best to use one. Use a long cable release, and when you and your model are all set, forget the camera and concentrate on your subject.

Keep your subject and "lone prop" as nearly in the same plane as possible and shoot with the camera nearly level (perhaps slightly lower than the subject, if necessary, to achieve that "completely blue sky" background). That blue sky, unhampered by wires and poles is the single thing most essential to the success of your child photo- (*Continued on page* **86**)

You may want to have the child doing something, so bring big brother into the picture too. But remember props, blue sky.

Architectural Photography



Include a figure in your photograph as an indication of the building's size, but weave it into the composition. In this picture of the Fredhall apartments in Stockholm, the man at left is an integral part of the composition; cover him and the balance is lost.

Look for the beauty in buildings when you travel, for stone and steel are as worthy of your camera as any subject you can find

By G. E. KIDDER SMITH

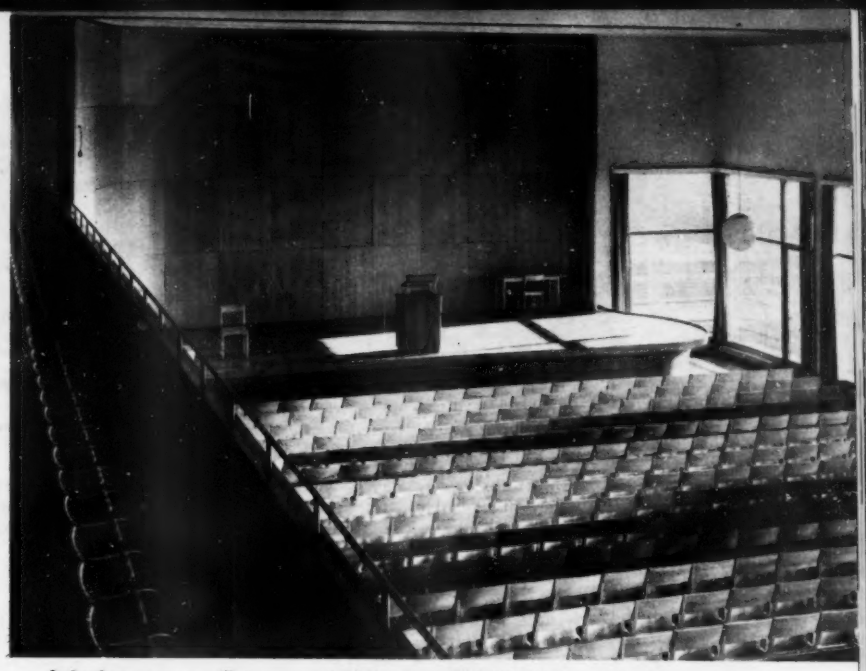
ARCHITECTURAL photography can be a highly technical and costly undertaking and many competent men make it their life work. I have found that it also can be a relatively inexpensive and delightful hobby.

Having a natural interest in photography myself and several unusual opportunities in the past half dozen years to develop it, I have picked up by much trial and considerable error several points of procedure which have proved useful. A professional undoubtedly would disagree with many of them, and of course each has exceptions, but in the main I believe they might be helpful. As a foreword it might be said that most of them revolve about expressing a brilliant play of light and shade, for to me this is the

←

Another use of figures is in weighting the foreground, and to give appearance of depth to the photograph. The Old City, in Stockholm.

You may prefer to get away from, and encompass the whole of your subject. Ouro Preto, Brazil.



Interior scenes will try your technique and ability, but a surprising amount can be done by natural daylight alone. Hedquist Auditorium, Stockholm.

G. E. Kidder Smith (whose last name is Smith, and not Kidder-Smith) is primarily an architect, but is famous throughout the world for his photographic activities which have been accomplished as an adjunct to his architectural researches.

For nearly all of his photographs he has used a 9x12 cm Zeiss Juwel equipped with either a 15 cm Tessar, a 21 cm Double Protar, or one of several wide-angle Dagor lenses. A medium yellow filter is most often used, although Smith may occasionally use a red filter as he did in Greece and Egypt.

essence of architectural photography.

When a professional photographer takes our studio portrait, we have probably noticed that he carefully arranges his lights to bring out what he feels will be the most revealing illumination. Yet in taking architectural pictures we seem to forget that a great deal of control or modeling of light and shade can be achieved by merely pulling up a chair, pouring a cool drink, and waiting for the earth to revolve a few degrees. For throughout the entire day the sun plays on our buildings—expressing ever different effects, emphasizing certain features we wish emphasized—or vice versa, and bringing out by quantity and angle of sun the three-dimensionality and rhythm of the design. Most of us forget

Approach a group of buildings with the idea of relating them to each other in a special composition. Two Grecian temples near Athens.

In architectural photography, a city may be your stage, and elements themselves your theatrical effects. Here a hole in a passing cloud serves to spotlight the subject. Ouro Preto, Brazil.

Patience is the only prerequisite for obtaining the effect of light and shade you wish, for through the day the sun plays on a building, ever expressing different effects. Aalto's Sunila Pulp Mill, Finland.

this when we set forth to photograph a building which attracts our interest, and snap with no further consideration or mental struggle as to what the light might be two hours earlier or later in the day.

What then should be our approach; how had we best begin to photograph buildings? Start with a bright, sunny day, with preferably a few clouds of the harmless variety thrown in to break up sky areas. Then make a rough sketch of the building and stroll leisurely around the entire project, forward and backward, noting the angle of the sun and estimating what time it will be most significant on the sides or sections you wish to photograph. This can be done almost any time of day and it forces you to imagine light conditions at other times, hence making you far more conscious of light when you finally do shoot.

I make small arrows on my sketches with 9-10, noon-2, 4:30-5:00, and so forth, indicating by them that the sun is good at that time or that I expect it to be. By a "good" sun is meant one—and this is immensely important—which is strong on one point of interest, generally the main one, and *not* on an adjoining one;

Buildings with a lagoon nearby which can serve as a reflecting pool may be found in your community. They can provide you with practice in every type of architectural photography described in this article, as can other buildings you know. Picture is of new housing, Sweden.

When confronted with a foreground that will detract from the picture, wait until the sun shades it, highlights the subject.

in other words, with the sun from the side or even slightly in front, but not directly behind.

Select only the most expressive and revealing illumination; make the building play with light and shade; make the chiaroscuro sing.

Composition must be felt, but lighting can be analyzed, and there is no excuse for bad examples. Note when eaves cast interesting wall patterns, when trees project shadows in the early morning or late afternoon, when the foreground will be in shade and the main subject highlighted, when a hole in a passing cloud mass spotlights the subject, when contrasts sparkle. This can be done and is not difficult, yet we foolishly seem to be always in too much of a hurry. When equipped with a suitably marked plan and a fairly firm idea of light possibilities at various times of the day, come back and shoot those sections on which the sun at that time is most flattering.

Having chosen the lighting we must interpret the atmosphere and character of the subject. Beware, however, of snapping without thinking, for if we concentrate on getting a good picture and put the amount of subject shown secondary, we will in most cases get what we want in the building; but if our conscious end is directed only toward a picture of the building and the camera is merely a means to record that end, we will get no more than this record. Have the quality of the picture paramount in mind and the building will take care of itself.

We will first want to show the subject as a whole, and the initial reaction is simply to move back far enough so that the lens subtends the structure from end to end. However, this will seldom produce a good picture and almost never a complete impression, for we have included only the building and little of what goes on around it. It is, therefore, generally wise to get off sufficiently to relate building to landscape, and tie it to surrounding trees, rocks, water, or other structures. If the building hangs over a lake, by all means include it; if near a

(*Continued on page* **140**)

You may prefer to enlarge a segment of your photograph, and use that piece as a separate composition in rhythm and line. These are the buttresses of Chartres Cathedral in France.

By comparing infrared picture (above) with photograph of the same scene taken on panchromatic film (below) you can spot the most important characteristics of this interesting type of photography. Foliage in the foreground appears lighter than normal, while water and sky are darkened. Trees on the horizon are sharper, for infrared cuts through some types of haze. Merely loading with infrared film is not enough to obtain the effect—a red filter is needed to cut out blue light.

NEWER

By

DR. WALTER CLARK

FPSA, FRPS

Kodak Research Laboratories

PHOTOGRAPHY by invisible rays has appealed to the imagination of large numbers of photographers since about 1930, when new types of infrared materials were made available. They put into the hands of the photographer a medium which previously had been used mainly by scientists for special studies. In recent years there has been much more progress, and infrared photographs can now be made with the ease of ordinary pictures, and with the same apparatus. This means that large numbers of photographers have tried their hands at it. The aura of mystery is dispelled, and the sort of magic attributed to it earlier has been reduced to reason. Some photographers, brought up in the traditional school of photographic quality, naturally have not readily accepted the unusual tone values of infrared pictures, and for most purposes there is little reason why they should. The photographs do, neverthless, provide many striking pictorial effects, and they can be extremely useful in many utilitarian fields.

Although much has been written of infrared in the popular photographic magazines as well as in the more technical publications, it is perhaps time to talk about it again, for there has been quite a lot of progress recently. For example, some infrared films of today are as fast as the fastest panchromatic films of fifteen years ago, and the ice-box is no longer obligatory as a storage cabinet, for they keep just as well as fast panchromatic materials. We know, too, more about the way in which different kinds of things photograph in the infrared, more about the infrared focus of lenses, and so on. Many new uses for infrared photography have come to the fore, partly as a result of the impetus provided by the war, and partly as the result of experience which has come with the years.

In 1931, one of the most striking of the earlier infrared pictures was made. It was of a group of people in an auditorium, photographed in complete darkness. The exposure was one second at *f* 3.5, and the infrared was provided by fifteen thousand watts of tungsten filament studio lamps in a booth covered with the Wratten No. 87 filter to eliminate visible light. Recently, the same sort of photograph was made in the same auditorium at *f* 3.5—but in one ten thousandth part of a second, using three Kodatron lamps in the booth. In fact, large numbers of such photographs have been made, and one of them is shown in an illustration accompanying this article.

The public imagination is captivated by

INFRARED

Anyone with a camera now can take pictures by "invisible light." Here are new advances in this fascinating field

Camouflage detection was a dramatic use of infrared during the war. Painted panels 1 and 2 above match each other and the grass fairly well—as shown in the photo on panchromatic film (left). Panel 1 is poor for camouflage, as it appears black by infrared (right).

the thought of enemy camouflage and means for detecting it, and in the press, mention of infrared often is associated with some reference to its being the thing used for camouflage detection. Many persons have been trying to make camouflage undetectable by infrared, in the same way that they make it invisible to the eye or to the ordinary photograph. This could be done if camouflage paints reflected the infrared in exactly the same way as the materials they were supposed to imitate. Of course, other factors such as the form and dazzle effects come into play, but if, say, imitation leaves photograph black by infrared whereas natural leaves appear light, the imitation foliage will be readily detected.

Many green paints which may look the color of leaves of grass, photograph by infrared as though they were black, and so will stand out clearly against the natural leaves and grass which have their characteristic whitish appearance by infrared. In one of the illustrations accompanying this article this effect is clearly shown by green painted panels lying on grass among trees. One of the panels carries a green paint which absorbs the infrared while the other panel is coated with a paint that reflects it. To the eye and on panchromatic film they are a reasonable match for the surroundings (they would be better if their shape were broken up), but by infrared the best one remains light like the grass while the other, poor camouflage paint, appears black against it. Studies of quite a lot of paints from this point of view have been published, and specifications for some paints for the Services call for a test to be made to ensure that they have a high reflectivity when photographed by infrared.

Perhaps before we go any further, we

(*Continued on page* 145)

Recovery of information on charred documents sometimes is possible by infrared photography. The film records more than the eye can see.

Audience reaction studies, like the one from which this photo by Ralph Crane was taken, can be made without the knowledge of the subjects by using infrared film and "blackout" flashbulbs which are coated to absorb their visible light.

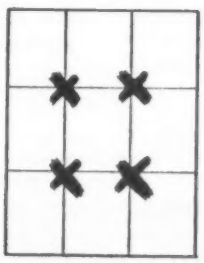
Against the sun, shots are dramatic and striking, although their strong contrasts make the exposure difficult to determine.

Joshua tree in foreground dominates the center of interest, and the smaller trees give an illusion of great depth, distance.

Deer demands attention be ause of its contrasting background. Picture was made from two negatives taken 500 miles apart.

Composing *through the viewfinder*

Photographs and text
By VAL SAMUELSON



Here is a simple technique that will solve your problems in composition, and help you to make better pictures

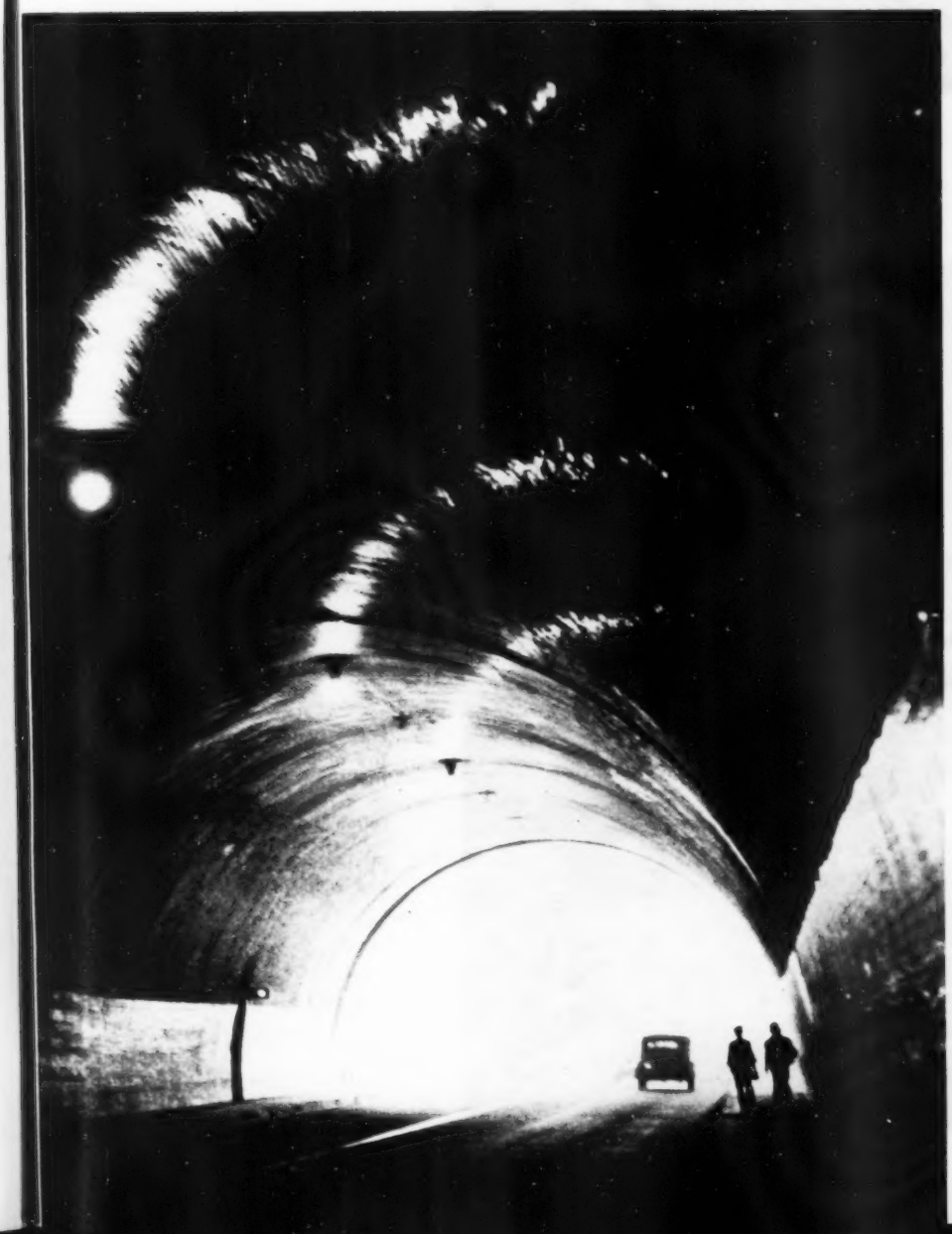
No matter what your stage in photography, these suggestions, if followed, will automatically provide you with better pictures. The principles are simple—when composing through your viewfinder, mentally divide the area of your negative into thirds, both vertically and horizontally, as is done in the sketch above. Then, when you are ready to take a picture, plan and arrange your composition so that the center of interest cuts through an intersection of these lines. You will know what the center of interest is, for it is usually the dominating or striking feature of the picture, and probably is the reason why you want a picture of that particular scene. Remember that subject matter should always be arranged facing into the photograph, and compose your pictures for the full negative area, not just for a portion of it. If you will study prize-winning pictures, and those which have been hung in salons, you will notice how often this basic rule applies. This formula is so simple that anyone can grasp it, and work will improve immediately after applying these principles. After using this compositional procedure for a short time, one develops a "feel" for good composition on any subject. Now load your camera, remember these principles, and retake that shot that missed because of poor composition.

Two figures and the car standing against the light at the mouth of the tunnel give the composition interest. Repetition of lights creates an odd pattern.

The tiny figure in this picture creates interest, and reveals the relative size of the waterfall and the rock formation.

Horizon line cuts across one third of upper picture area—a good division for composition. Notice depth, perspective.

A sturdy tripod is necessary for night shots. This picture ideally demonstrates the composition principle of this article.



TIPS FOR BETTER PICTURES

1 Mentally compose and shoot pictures, wherever you might be. Develop the habit of "seeing" what is a good composition.

2 Search for variety in commonplace subjects, for no matter how dull a scene appears, there is always a fresh viewpoint.

3 Strive for harmonious settings which help you to convey unity and simplicity. Keep your picture clear of distractions.

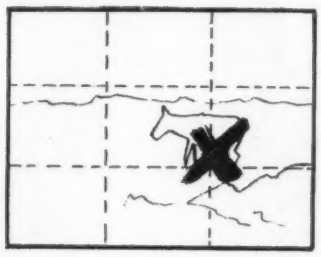
4 Think with clarity—shoot with sincerity of purpose, and by all means stick to only one subject for each of your pictures.

5 Composition must be kept as simple as possible; remember to keep unnecessary elements from crowding into photographs.

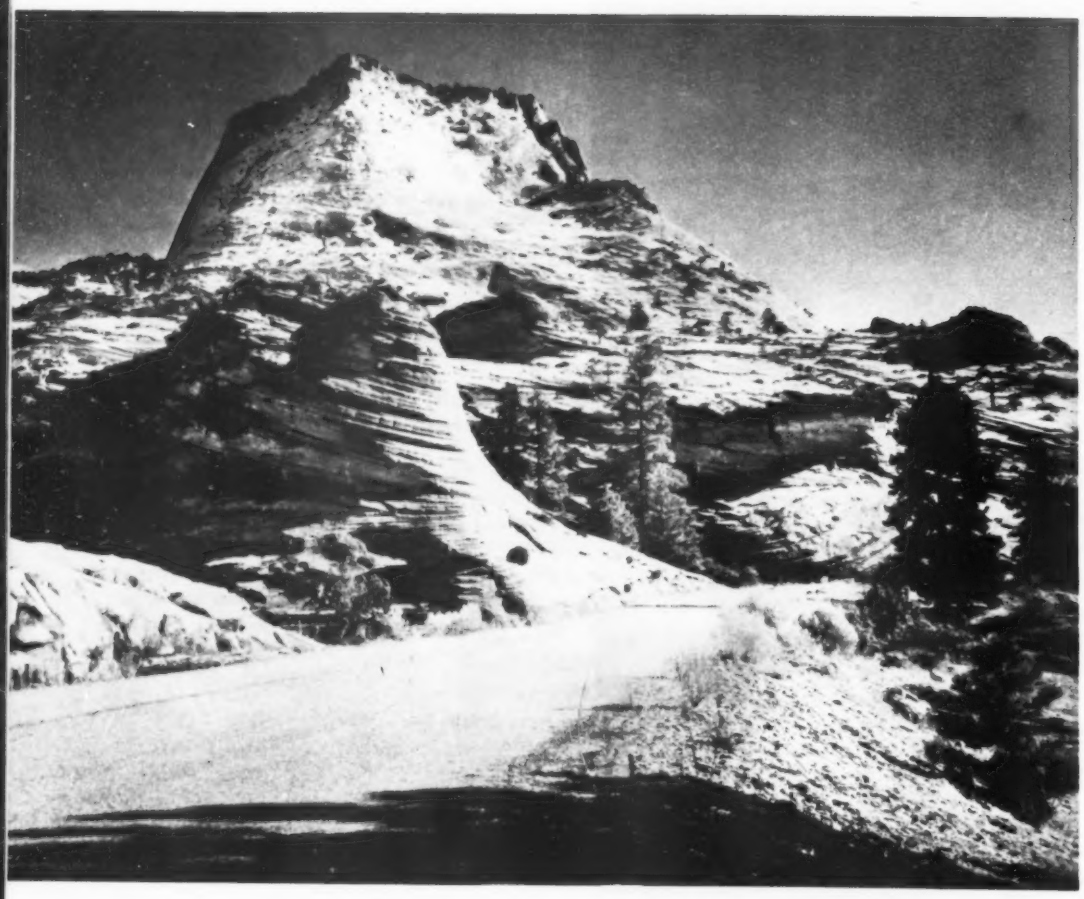
6 Avoid the certain types of factual subject matter which can be construed as record photography, or as a mere snapshot.

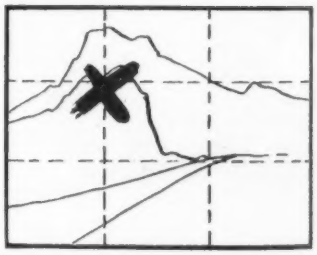
7 Plan the "play of light" with emphasis on the center of interest, subdue elements that contribute little to picture's theme.

CONTINUED →

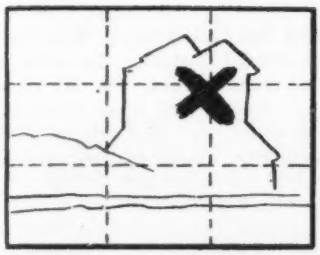


This desert picture required considerable dodging and burning in of tones to make the burro the center of interest. Notice that he faces into the picture, and that he cuts across one of the intersections we can sketch in the picture area. The bottom was flashed to add gray.

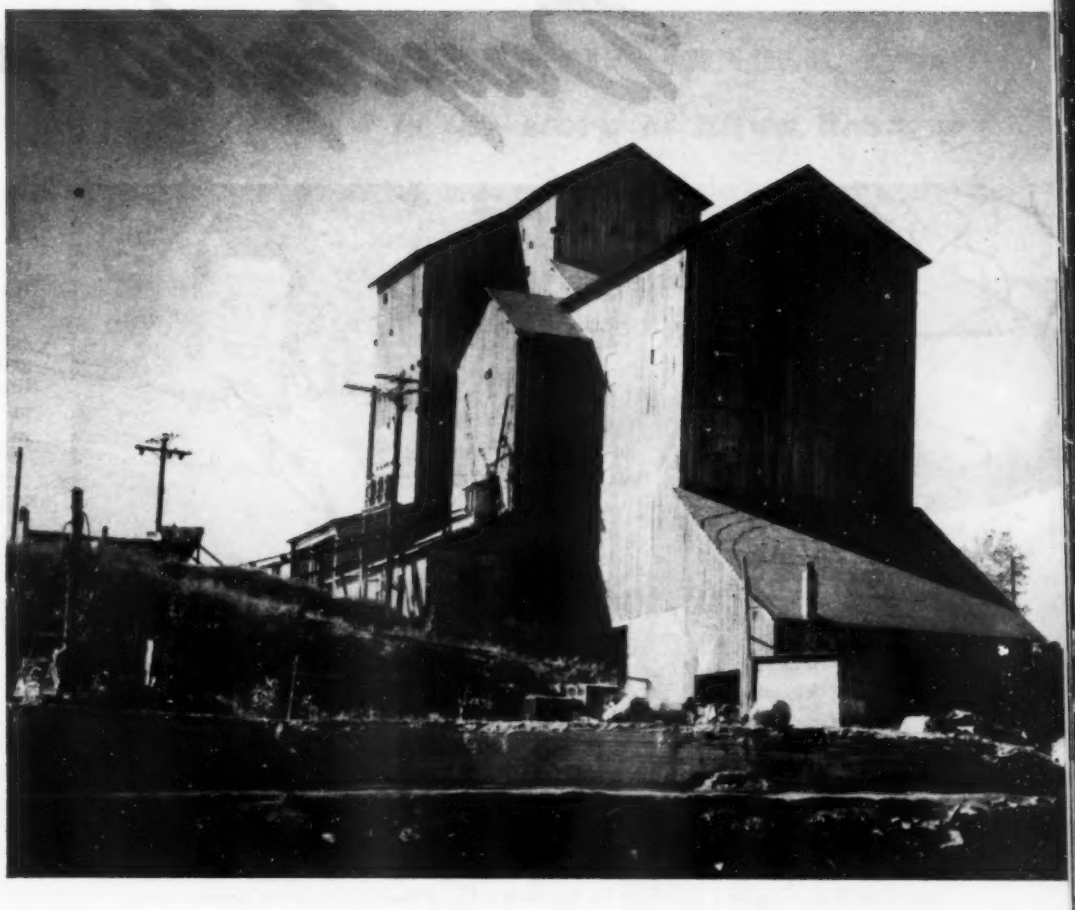


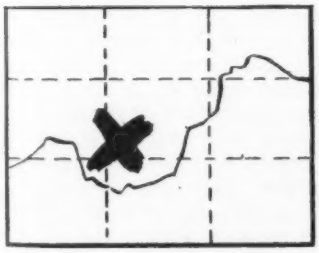


New coccine painted on negative of this particular print helped to hold back tones in rock strata to give photograph better separation and shadow detail. The shadow cast in the lower front of the photograph has a framing effect, and keeps interest within picture.



Repetition of shapes that vary in size, with a strong light contrast, gives a feeling of solidity to this composition. The flashed-in tones in the sky which surrounds building serve to hold the picture together and set off peaked roofs which seem to serve as center of interest.





This picture of the Grand Canyon has strongest light in middle left third, which adds to dramatic quality of the print. Bottom of the negative required local intensification to bring out shadow detail in the final print. Taking the picture required a haze-cutting filter.

Daylight + Flash

Left, in a backlighted photograph which has little foreground detail, the author illustrates the result of using an exposure which is a compromise between foreground and background exposure readings. At the right, Rus Arnold shows the result of an exposure based on a background reading, and for which he has used a No. 0 flash to bring out shadow detail.

Lack of foreground fill-in illumination caused this near silhouette at the left, made at 1/200 at f 16. Repeating the shot, Arnold this time added the correct amount of flash-illumination to balance the foreground effectively with the background. To weaken the bright light of a No. 5 bulb, it was fired from a spot several feet to the rear of the camera.

IT WAS a hot, sultry day. The men in the crowd outside the church loosened their collars. On the steps the press photographers were checking their cameras to see that all was in readiness. There would be only a few seconds while the famous bride and groom were rushed out to the waiting limousine; mustn't miss this one chance at that shot. Let's see . . . film-holder in . . . slide drawn . . . shutter cocked . . . flashbulb in place . . .

"These press-photographers!" a disparaging whisper was heard above the expectant silence. "All that sunlight, and they still use flashbulbs. No wonder I can't get any bulbs to take pictures of my kid."

Just then the church doors opened, and the newly-married couple dashed out, ducking their heads under a barrage of rice. Flashbulbs popped, the car door slammed, and the bridal pair was gone. The photographers picked up their camera cases and headed for their own cars. One of them, perhaps because he was not as hard-boiled, perhaps because he remembered his own days as a novice, turned to the woman who had whispered to her friend about their use of flashbulbs in bright sunlight.

"You know, lady," he said, "We're not crazy—and we're not extravagant. There are lots of reasons for our using flashbulbs on a job like this one. We can't always know in advance just where we're going to get our one chance at a shot—inside the doorway, out in bright sunlight, or after the couple gets into the car. Unless we get the shot in broad daylight we're going to need that flash, and if we're not ready for it there won't be time to change. And even if we do get to shoot the picture out here in the sun, chances are the groom's hat would throw his face into shadow. After all, the boss wants a picture of the couple's faces, not an assortment of shadows."

No, the press photographer is not extravagant when he uses flashbulbs in bright sunlight. Neither is the amateur. While the flashbulb does add to the cost per shot, it ensures getting the picture the first time, which means a saving on film cost. Add to that the amount of waste involved in trying to print a negative with insufficient shadow detail, as compared to printing a negative in which the flash has built the shadow density up to within easy printing range, and you can see why a few nickels spent for a flashbulb can be a good investment in economical photography.

As for being crazy, the photographer who uses a flashbulb outdoors is no crazier than the photographer who uses a filter, an exposure meter, a telephoto lens, or any of the other so-called accessories without which photography is mere snapshooting. Stripped of its gadgets and accessories the camera is like a pantry without seasoning. It will produce food

=PICTURE

By RUS ARNOLD, APSA

Here is the story of fill-in flash, a technique that will add sparkling detail to your outdoor photographs

A long, cool drink from a bubbling water fountain is a fine picture—but only because of a fill-in flash. For it is this extra illumination which wipes away any unsightly shadows, brings out details in the fountain, and puts plenty of punch and sparkle in the photograph.

that is edible, but with no uniqueness, no creativeness, no excitement.

Yet the flashbulb, like curry or paprika, needs judicious use. There are some chefs who season by intuition (spelled "experience") and others who season by careful measurement. And there are photographers, like chefs, who season by guess or by gosh—and the results unfortunately show it.

The proper use of the flashbulb outdoors does not necessarily depend on experience in taking flash pictures indoors. In fact, too often the errors made outdoors are due entirely to misguided use of indoor flash technique. In the case of the press photographer taking a picture outside a church, a courthouse, or a railroad station, this may be unavoidable. He probably realizes it is impossible to set a flash camera so that it will give the best possible pictures, at the same setting, both indoors and in bright sunlight. Yet he must make a compromise setting, because he cannot tell in advance where his picture will be shot; and though he may get a night-time effect on a daylight picture, at least he has the shot, and for him that will be enough.

The same photographer, when he knows definitely that he will be making his flash picture in bright sunlight, can change his camera setting so the result will be a natural-looking, daytime shot with good shadow detail and sunny background. He cannot do this, on the average sunny day, by setting his camera the same way he would for a flash picture indoors even though he wishes that he

Rus Arnold takes a meter reading of the background, while his model, Peggy Smith, uses his camera case as an improvised seat.

Flash-on-camera is used by Arnold when the bulb fired is of the right size to balance background illumination exactly.

Peggy Smith's shadow shows the position of the sun, and to balance that backlighting properly, Arnold diffuses his flash.

A chalky texture is the mark of too large a flashbulb. Remember, it is best to underlight—not to over-illuminate.

Reducing the amount of light gives a better skin tone. If you wish to weaken your flash, place a handkerchief over it.

Studio lighting can be simulated by holding your flashgun away from the camera. The shadows will add depth.

Exposure for flash alone allows a night effect. If background is too bright, change camera angle, include ground.

might be able to do just such a thing.

You see, there are two basic ways to shoot outdoors with flash. One is to expose for the flashbulb, the other is to expose for the daylight. They are as different as night and day—and so are the resulting effects.

Take a typical situation. You want to take a picture of Mary McNabor with her new bicycle. You can, of course, follow the old rule about having the sun at the back of the camera. This will give you pretty much the same kind of lighting you got from the use of a flash at the camera, and in either case if the exposure and development are correct you will get good detail. Outdoors, however, you will have some difficulty with Mary. If the sun is at all bright enough for picture taking, she will squint and grimace. What is more, the sun is likely to be so much higher than lens-level that it may throw dark shadows into the eye-sockets, under the nose and chin, and (if she is wearing a hat) over the entire face.

Perhaps you can move things around so that the sun comes from one side. This will be more comfortable for your model, and will enable you to get a much better expression on her face. The lighting, however, is likely to be so contrasty as to be beyond the range of your film latitude. If you expose for the sunlighted right cheek, the left cheek will be black in the finished print. If you expose for the shadowed left cheek, the right cheek will be chalky in the print.

You can move things around some more, so that the sun comes pretty much from in back of Mary. Provided the sun doesn't shine right into the lens you can get pictures this way, but the chances are you'll get a silhouette. A meter reading of the face will show that you need an impractically long exposure to get detail in that part of the picture, and even if you could get your subject to hold still long enough, the sky and the sunlighted areas of the scene would be completely overexposed. In short, pictures taken outdoors in summer-time can be very disconcerting, especially close-ups and portraits. Either we get black shadows, or we get chalky highlights or both.

Actually this is not a new problem. Photography has been in this quandary since it was first invented. Only in recent years have we really begun to recognize it as a problem. We have been to the movies often enough to become accustomed to full shadow detail in the brightest, most sunny scene. We have examined enough of the better magazine and advertising photography to expect crisp detail in the brightest highlight and deepest shadow. Some of us have even thought deeply enough about the aesthetics of the art to feel that since the eye shows us detail in the brightest highlight and the deepest shadow, our photographs should do the same.

And so today we can no longer excuse those deep shadows under hats, in the eye-sockets, under the nose and chin. We want bright sunny scenes to be sunny and bright even in the shadows. We want the kind of picture we've been getting indoors with our flash cameras.

So we try using the flash outdoors. We've been told often enough that the flashbulb is the answer to outdoor shadow detail. Somehow our pictures, while often interesting, more often strike a false note—like the newspaper pictures of noon-hour Community Fund rallies that look as if they were taken at midnight. We want detail in the shadows—but we don't want shadows where the highlights should be. We want bright, *sunny* pictures.

The flash worked fine for a picture of Mary McNabor in her living room. Why can't we use exactly the same procedure outdoors, when taking a picture of her with her bicycle? As a matter of fact, the same procedure will work just as well on her outdoors as it did indoors. But there is now more to the picture than just friend Mary. There is the background—the sky, or the buildings across the street. Indoors your background was close enough to the subject to get the benefit of the flash—and even if it didn't that wouldn't matter much. Outdoors your background is likely to be so far away that the flash doesn't reach.

Still, you say, the background outdoors does have sunlight on it. So it has. But ask yourself this question: which is brighter, the sun or the flashbulb? The

(*Continued on page* 110)

The ABC's of ENLARGING

Photographs and Text
By JOSEPH FOLDES

This expert technique for drying and straightening makes matte or glossy prints that lie flat

BY THE time your prints are ready to come out of the wash water, you have put quite a bit of effort into them. To protect this investment in time and materials—and to make certain that you don't lose any of the effectiveness you have worked so hard to get—each subsequent step must be handled with great care.

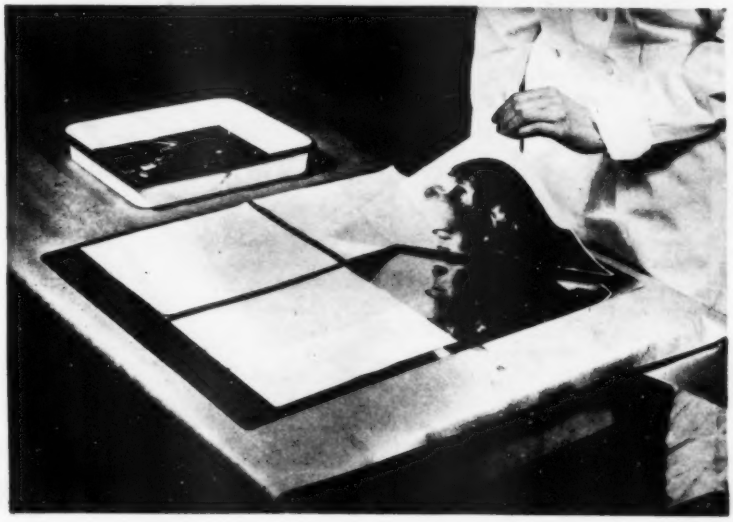
The image on the paper is in its final form after proper washing, and to make it permanent there remain only two more steps: drying and straightening.

If you have used a glossy paper, you probably will want to dry the prints on a ferrotype plate. You must buy at least one of them. The best are chromium plated, and highly polished. Black lacquered ferrotype plates also can be obtained, and are somewhat less expensive, but their surfaces are more likely to become scratched with use.

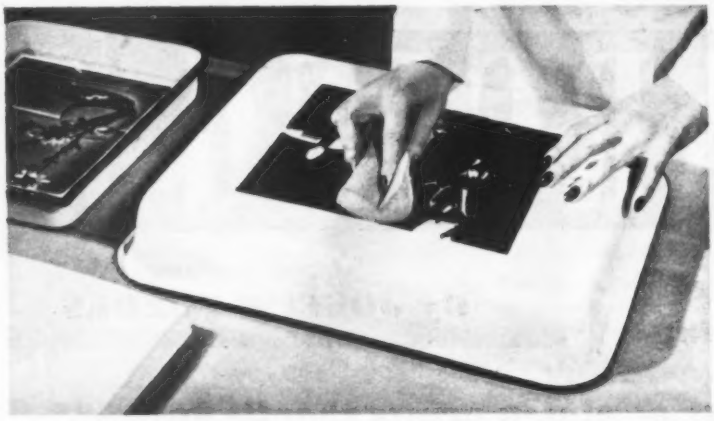
The first step in ferrotyping prints is to wash your hands well with soap and water. Then rinse the washed prints thoroughly in fresh running water, rubbing their surfaces lightly with your hand, a sponge, or a wad of cotton to remove any scum or precipitate that may remain on them. After rinsing, place the prints in a clean tray about half filled with water, where they will remain until they are placed on the ferrotype plates.

If you wish you can add 1 part glycerin to 10 parts water for this final rinse. The glycerin will prevent brittleness in the dried prints and will make them easier to handle in trimming and mounting. At least five minutes should be allowed to permit the glycerin to penetrate the emulsion.

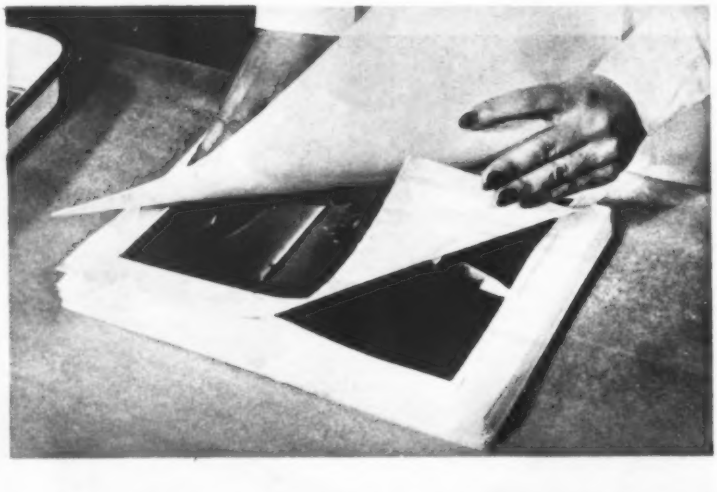
Now take the ferrotype plate and wash it under running water, using your hands exclusively. Hold the plate under the running water and rub it with open palm. Be careful not to scratch the polished surface of the plate—take your ring off, if you wear one. When well washed, place the wet ferrotype plate on a table, polished side up. Do not wipe it. Take the washed prints from the tray of water and place them face down on the clean ferrotype plate, one by one, until it is



1 Glossy prints are placed face down on ferrotype plate (above) for drying. Both prints and plate must be clean and wet. Then a pad of newspapers or a blotter is placed on top, and a roller is applied carefully (below) to squeeze out excess water. Contact between emulsion and plate must be good for a uniformly high gloss.



2 **Any surface** except glossy is dried by first removing excess water with a sponge (above) while the print is supported on the bottom of a clean tray. Then prints are placed between blotters (below) to remove more moisture. They can be taken out at this point to be dried in a blotter roll, on an electric dryer, or simply by hanging.



full. Cover them with two layers of clean newspaper (or blotting paper) and go over this sandwich lightly with a roller squeegee. With the other hand you have to hold the newspaper or blotter to prevent it from slipping. When you have gone over it lightly once, you have removed most of the water from between the prints and the plate. Now you go over it again, applying firm pressure. These steps are illustrated in Figure 1. Remove the newspaper or blotter and the prints are ready to dry. If you have a dryer, put the plate with the prints into it (the prints are on the top), cover it with the canvas and wait until they are completely dry. If you have no dryer, you will have to air dry them. Just let the plate stand undisturbed until the prints peel off by themselves.

Things which can ruin the smooth high gloss of the ferrotyped prints are:

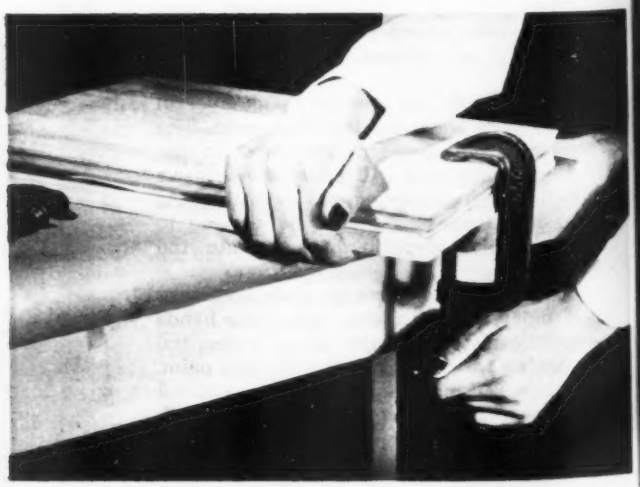
1. Dirty or scratched plates. Never let anything touch the surface of the plate but your bare hand. Do not use a sponge or a cloth to clean it. It may contain or carry hard particles which can scratch the plate. Always keep the plates in their paper bag (in which they came) after use. If the bags are torn, make new ones. Remember that the gloss on your print will be only as good as that of the plates themselves, and take every precaution to preserve their surfaces.

2. Dirty water. Many localities have water containing sediment, which harms the plates and the prints if allowed to accumulate on the prints while washing. Make sure that you rinse prints and plates in running water before use.

3. Insufficient pressure when squeegeeing. Apply enough pressure and make sure that you go over the whole print so it is in firm contact with the plate.

4. Prints stick to plates while drying. This is as it should be. Do not try to peel them off, because it may damage the print. Wait till they come off by them-

4 **To straighten** prints already dried, backs are moistened with a damp sponge. Prints are stacked face to face and back to back with care to avoid wetting the emulsion side.



Breadboards make a sandwich into which stacked prints are placed. The right hand holds them together while a C clamp is placed on one end and drawn up fairly tight.

selves. However, if your plate is not entirely clean or it is badly scratched, the print will stick to it at the dirty or scratched spots and may be ruined.

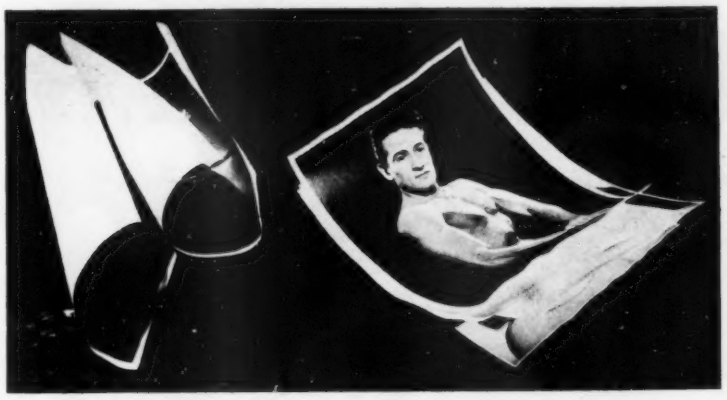
When drying other than glossy prints, the procedure is entirely different. We collect the well washed prints in a clean tray of water. Turn another tray upside down. Wash the bottom of it clean. Take one print, place it emulsion side up onto the bottom of the upturned tray. Take a wet, but squeezed out sponge and wipe the emulsion side of the print with it (see Figure 2). This wiping has a double purpose. First, it removes the water from the print; second, it removes any dirt or scum which may have accumulated on the print during washing. Be gentle, as the wet emulsion is rather delicate. Squeeze out the sponge after every few prints to retain its absorbing power.

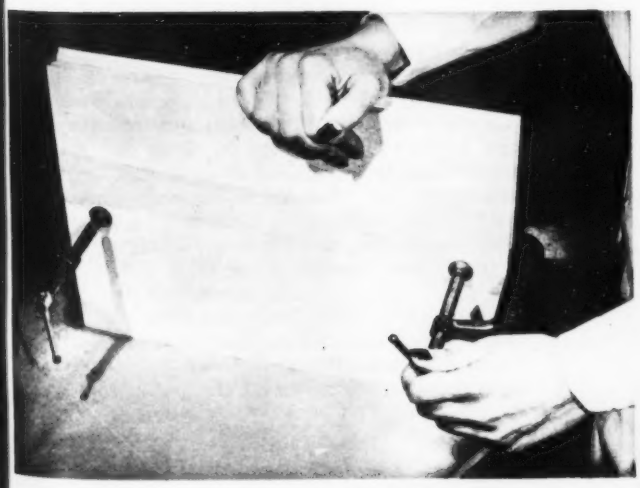
After the prints are wiped off we put them between blotters. One blotter, one print—one blotter, another print—and so on (see Figure 2). When all the prints are between blotters, we apply a little pressure on the top blotter in order to make good contact between prints and blotters to absorb all surface moisture.

If we have a dryer, at this point we take the prints from between the blotters and put them into the dryer—emulsion side up, toward the canvas. If we do not have a dryer, we can use a blotter roll sold in photo stores. Put the prints into the roll with emulsion toward the fabric, and let them stand until dry. Finally, if we do not have any facilities for drying the prints or if the emulsion has become dangerously softened, we just hang them on a string by clothespins, applying one to each corner (the bottom ones for weights) and let them dry as shown in Figure 3. Papers with delicate emulsions (Charcoal Black, Kodalure, etc.), and toned prints should be dried by hanging, even if we have a dryer or

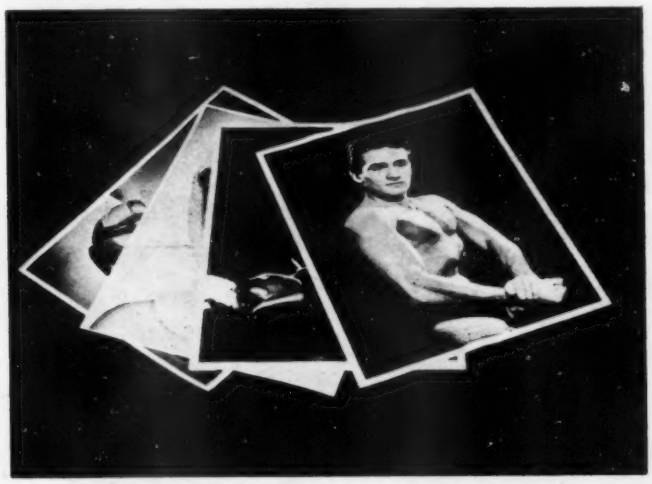
(*Continued on page* 150)

3 A simple way to dry prints is to hang them in the air as you would negatives (above). This is necessary when the emulsion is softened by heat or toners. When dried this way, prints curl excessively as shown below (left) in comparison with those dried by electricity (right). However, both types can be straightened easily.

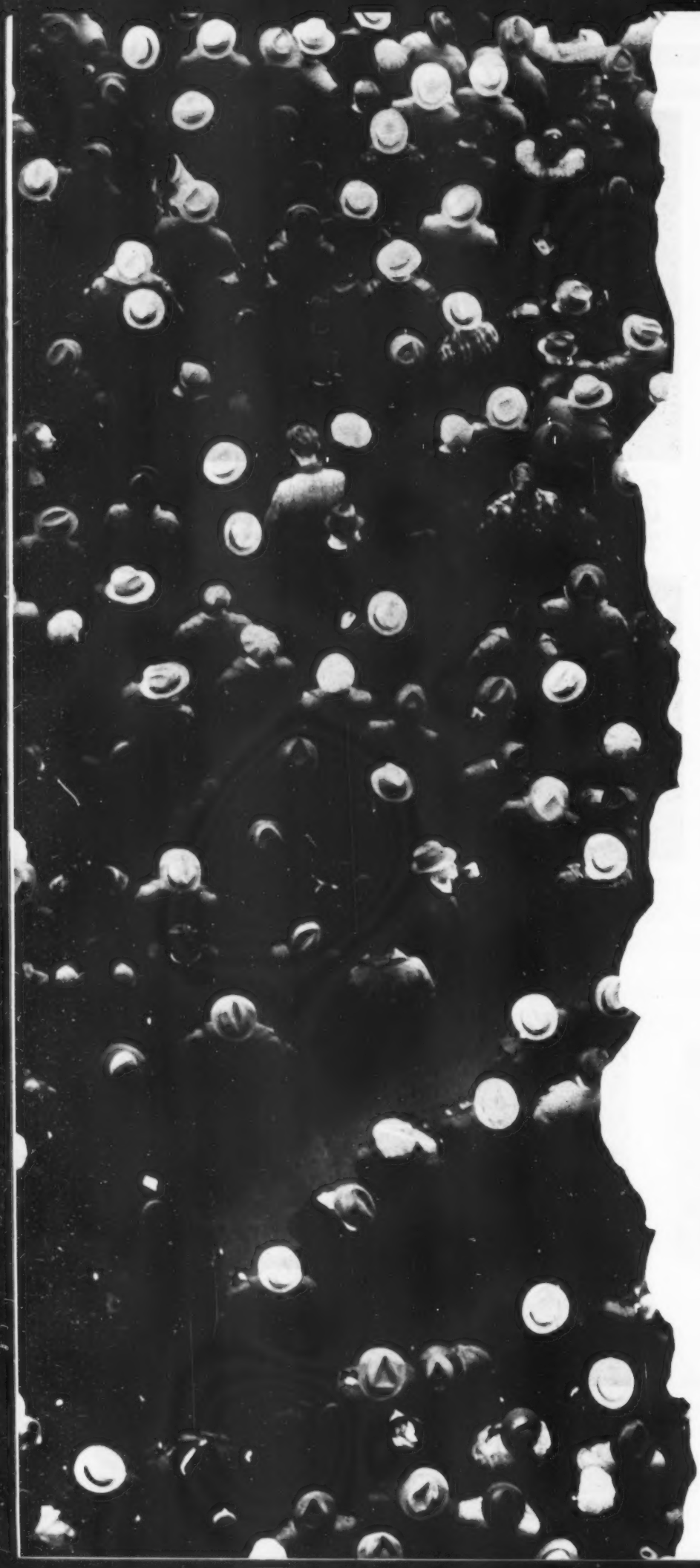




The right hand still holds the sandwich firmly to avoid slipping as another C clamp is applied. Then both clamps are drawn up. A print press is easier to use, but more costly.



Finished prints are perfectly flat after about 24 hours in the press, but will curl up again if allowed to lie around in the air. They should be stored where they will be held flat.

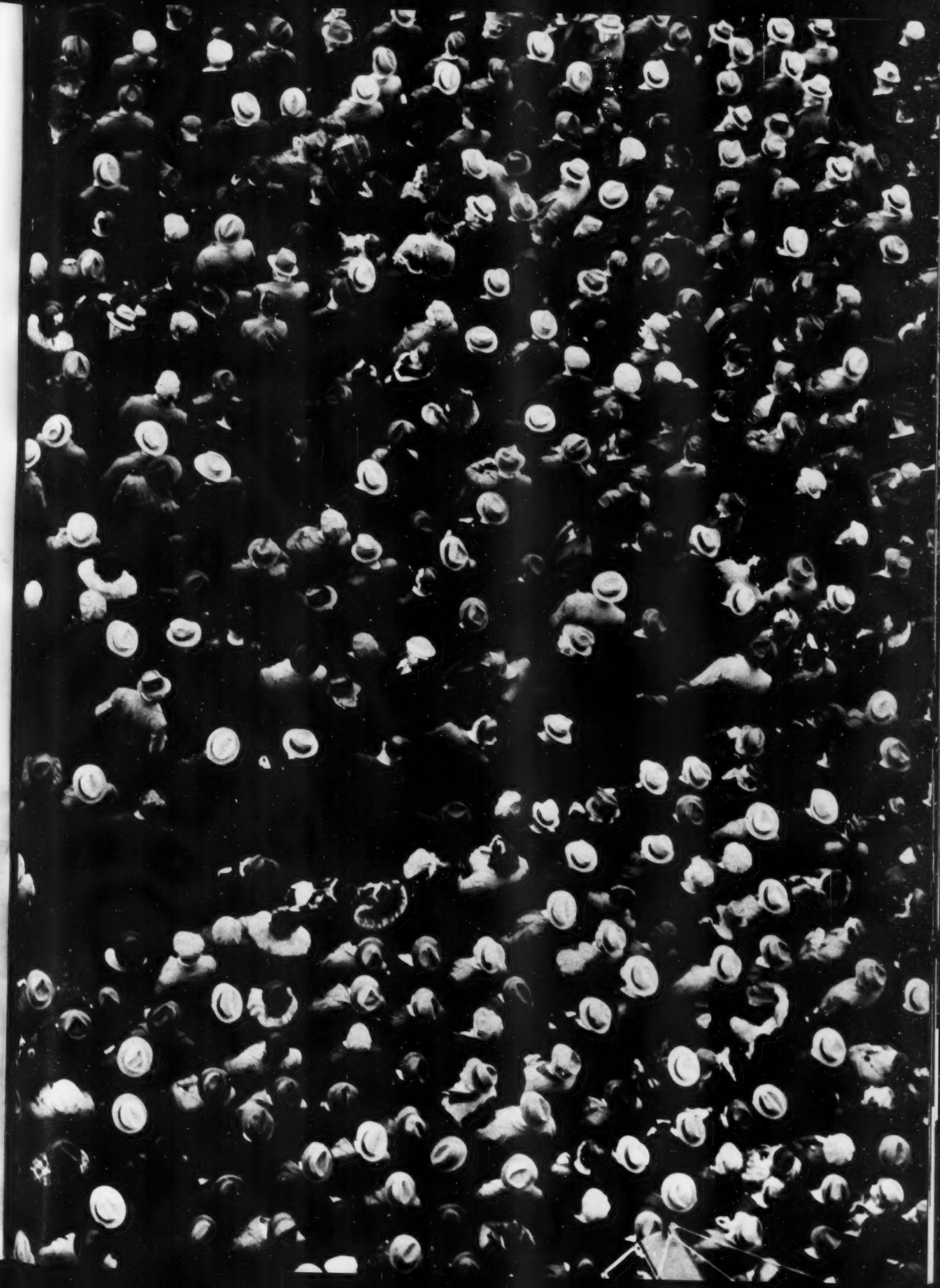


Pictures of People

PEOPLE ARE MOST interested in other people. It doesn't particularly matter whether they are dentist, doctor, dancer, or ditchdigger. No matter what the station or the degree, they are curious about other people. Newspapers build their circulation on this fact, radios cry it daily, and magazines owe life to that truth.

Photography proves it too—what do you like to photograph most? Probably people at work, people at play, but nearly always people. Why do you look at pictures of people? Perhaps because there, in black and white, one can sometimes catch a faint reflection of his own image, a similar face, a similar vocation, a similar feeling. There is always that curiosity about the other fellow—who is he, what does he do? For the photographer, people are drama; they make his pictures live—and he turns his camera on them and captures them in a moment of work or play, of sadness or joy. But there are many photographers and many ways to picture people, for they are elusive, as difficult to portray as they actually are, instead of as in a formalized portrait. For although a portrait may be pretty, it is people's lives and actions which mark them, and how effectively these are captured marks the proficiency, the perceptiveness, the sensitivity of the photographer.

Art Siegel's people look alike, yet each has a separate life, traveling in his own orbit, with his own peculiarities.



It's a quiet night in the Gaston Avenue fire station in Dallas, and a game of dominoes holds the stage as the perennial fire fans stand and kibitz. Photography by Ulric Meisel.

To some, books are the very breath of life, and perhaps with cause, for illuminated letters and hand-carved type have a rare, quaint charm. The photograph is by Ike Vern.

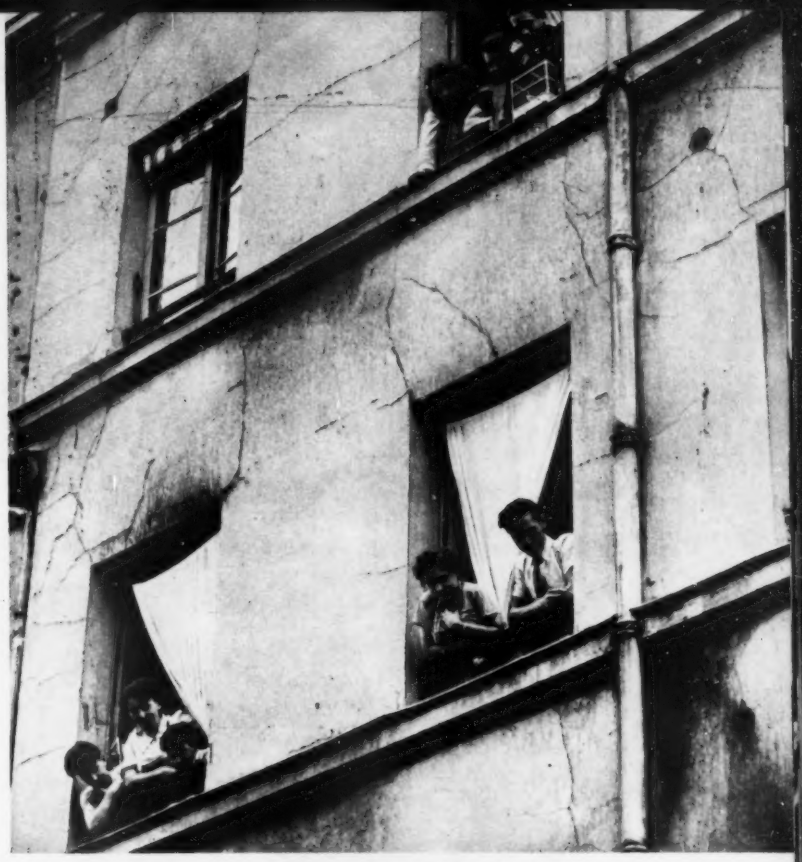
TWO YEARS
IN
SOUTHERN SEAS

"Tommy's Place." Tommy is an ex-radio performer who frequently plays and sings for his customers in his Tomball, Texas, restaurant. Esther Bubley is the photographer.

Mrs. John J. Kratzer of Allentown, Pennsylvania, interrupts her gardening for a quick glance at the early morning mail. Photograph by Sol Libsohn.

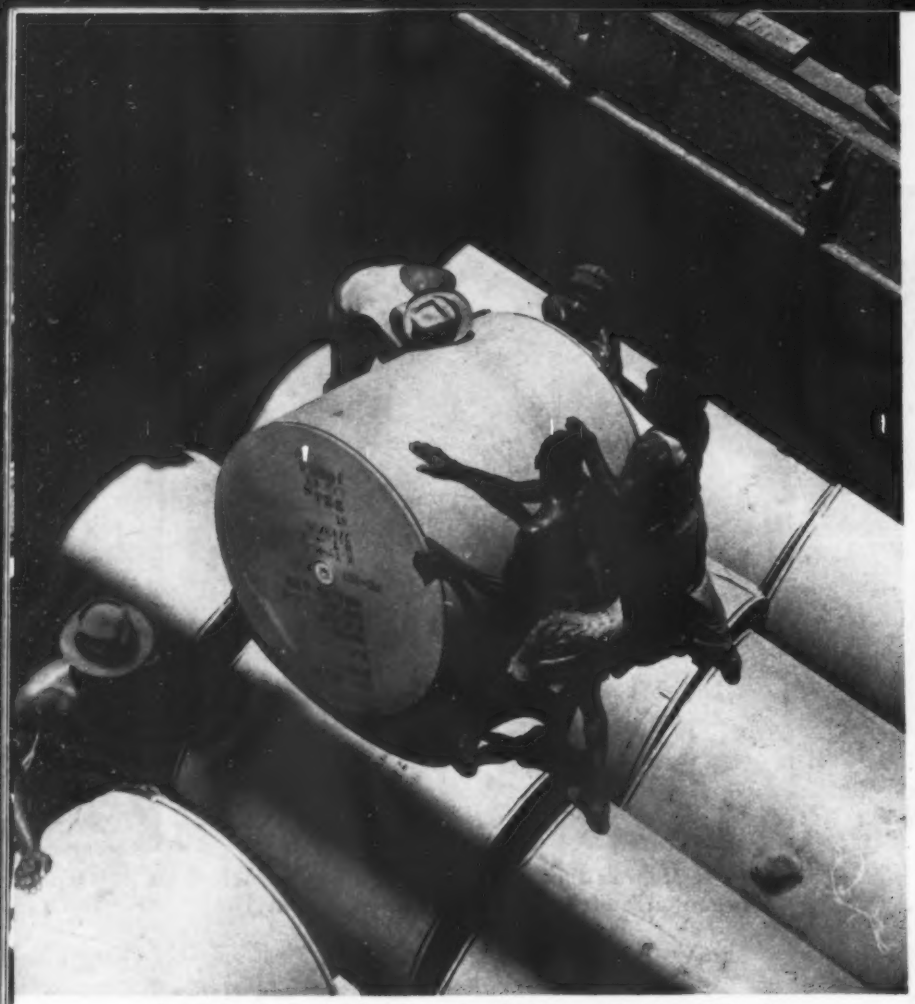
Bales of straw make a swell grandstand to watch the big top go up on an early morning. Work and worry seem to be forgotten, or put aside as Robert Freeberg catches people's complete absorption with all the proceedings.

Chicago's Maxwell Street is a heterogeneous collection of products and people. Here you can find anything, and everybody. Arthur Haug made this picture for a forthcoming book on Chicago.



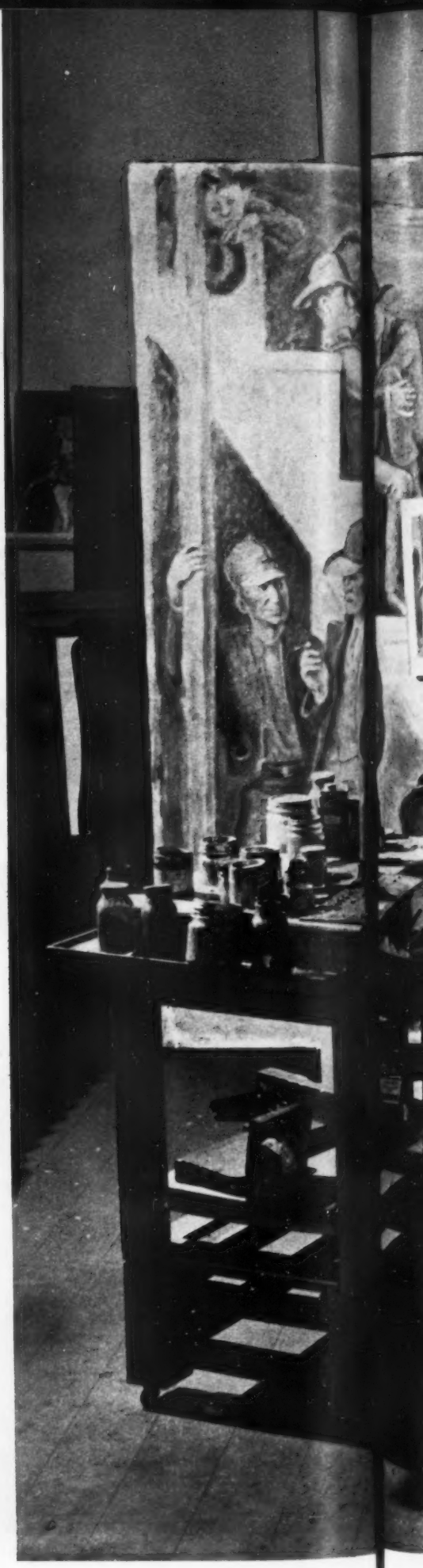
Fritz Henle's Paris was a pleasant place. When an organ grinder passed, people hung out the . . .

. . . *windows, or stood* in the street and clapped delightedly to see the tiny monkey dance and beg.



Stevedores in the hold of the freighter "Point Chico" set rolls of paper in place. Selby Cramer, photographer.

Truckers, watched by Louise Rosskam's camera, make a fast tire change on Sixth Avenue in New York City.



Artists work to catch the essence of people and the movement of things with brush and pigments as a photographer does with his camera and films. This was taken by Fritz Henle at the Art Center in Colorado Springs, Col.

All the world loves a lover, the old bards would say, and perhaps they were right. Karl Gullers, Swedish photographer, caught a pair.

Dress rehearsal at the St. Louis Municipal Opera, and hearts are high as the wardrobe mistress adjusts a costume. This was taken by Paul Berg, "Post-Dispatch."

Some people devote their talents to helping other people to enjoy the beauty of a pageant or of a theatrical presentation. Here are ballet dancers, effectively framed by photographer Paul Berg in an unusual silhouette.

A fisherman's life, pictured by Karl Gullers of Stockholm, is toil without end. When work is done, and fish ashore, there are always the nets to mend.

ALL ABOUT YOU there's a world bright and gay and vibrant with color . . . dozens and dozens of color shots begging to be snapped in all their beauty. If you have been working in black-and-white exclusively, you'll find that color offers an exciting new challenge to your skill. Your very first shots will open your eyes to what you've been missing. Consult your dealer about Kodak color films . . . *Kodachrome* for most miniature, sheet-film, and home movie cameras . . . *Kodacolor* for most roll-film cameras . . . new *Kodak Ektachrome* in sheets, for processing in your own darkroom.

IT'S KODAK FOR COLOR

Kodak

BULLETINS

NEWS OF KODAK PLANS AND PRODUCTS

For Christmas—Attractive greeting folders for Kodachrome Prints 2X and 3X will again be available this Christmas. If you haven't yet attended to your order for holiday prints, a word to the wise should be reasonably adequate. See your Kodak dealer now, and avoid the late-season rush.

New Papers—Here's news of three new Kodak printing papers. Two are professional contact-printing papers—yet of interest to the advanced amateur. The third, a fast enlarging paper of high quality, is of equal concern to amateur and professional.

Kodak Platino is the new enlarging paper. In speed, it is intermediate between Kodabromide and Kodak Opal—and is a worthy companion to both. With normal development, it yields warm blacks—much warmer than Kodabromide, somewhat less warm than Opal. Tonal quality and gradation are superb. For still greater warmth, it may be toned in Kodak Brown Toner; and when so processed, it yields a true sepia color—a rich chocolate brown. For portrait studies, scenics which require warmth of tone, and much other material, Platino affords a splendid compromise between Opal and high-speed Kodabromide. It will be available in two contrasts—2 and 3—and four combinations of tint and surface:

G Cream White, Lustre, Fine-Grained
P Old Ivory, Lustre, Fine-Grained
Y Cream White, Lustre, Silk
F White, Glossy, Smooth

Illustrators' Azo is a new contact paper of moderate warmth, designed primarily for the illustrator and commercial photographer. It will be available in five contrasts—0,1,2,3, and 4—and both single and double weight in two surfaces:

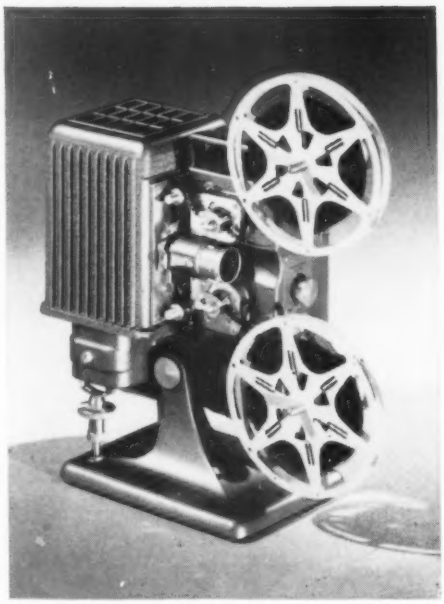
E White, Lustre, Fine-Grained
F White, Glossy, Smooth

Kodak Athena is a new contact paper of portrait quality for prints of warmth, brilliance, and fine gradation. It is not to be confused with the old Vitava Athena, which produced olive tones. The new paper will be available in contrasts 1, 2, and 3, double weight only, in the following surfaces:

B Cream White, Lustre, Smooth
G Cream White, Lustre, Fine-Grained
Y Cream White, Lustre, Silk
P Old Ivory, Lustre, Fine-Grained

These new additions to the existing types provide a Kodak paper to fit virtually every desired need in weight, surface, color, warmth of tone, and printing speed.

New Kodascope—Owners of 8mm. movie cameras will welcome news of the new Kodascope Eight-90, Kodak's finest 8mm. movie projector. The Eight-90 is designed for a 750-watt lamp—interchangeable with a 500-, 400-, or 300-watt. Its standard lens is a 1-inch *f*/1.6. The optical system is fully Lumenized; drive shafts are enclosed; automatic loop formers establish the correct loop length at the touch



of a finger; both still and reverse projection are provided; and there's a handy finger-tip adjustment for screen elevation. Over-all design and finish are unusually attractive; and the machine is well balanced for lifting. Your Kodak dealer will have additional specifications and details.

"Suntan" Cases—Carrying cases for many Kodak cameras now appear in a smart new leather color: *Suntan*. Already available, or soon to appear in this shade, are the Field Case for the Kodak Reflex, the Field Case for the Kodak 35, the DeLuxe Field Case for the Kodak 35 Range Finder Model, and the Field Case for the Kodak Vigilant and Kodak Monitor Six-20. New Series V and Series VI Kodak Combination Filter Cases are also being made in Suntan shade.

Positive Film—Kodak Positive Film, 35mm., unperforated, is now available in 50-foot, 100-foot, and 200-foot rolls. This film, used by many miniature camera enthusiasts to print film positives for projection as 2 x 2-inch slides, is inexpensive and easy to process. For black-and-white titles, Kodak High Contrast Positive Film, 35mm., is available in the same roll lengths.

Carbonate, Monohydrated—Most published Kodak formulas specify Kodak Sodium Carbonate, Desiccated. Many photographers prefer Kodak Sodium Carbonate, Monohydrated, because of its ease of handling, and formulas published in the future will specify monohydrated carbonate.

To convert an existing formula, multiply the indicated quantity of desiccated sodium carbonate by 1.17; the result indicates the quantity of monohydrated sodium carbonate to use.

New Lens For The 2A—A new lens is available for the Kodaslide Projector, Model 2A. It is a Kodak Projection Ektanon 7½-inch, *f*/4—similar in design to the 7½-inch *f*/4 made for the Kodaslide Projector, Master Model. The Kodaslide Projector 2A may also be purchased with the 7½-inch lens instead of the regular 5-inch *f*/3.5.

"Dupes" From Ektachrome—It is now possible to obtain Kodachrome Duplicates and Kodachrome Sheet Film Duplicates from Kodak Ektachrome Transparencies. The prices are the same as for duplicates made from Kodachrome Professional Transparencies. Orders are handled through your Kodak dealer.

Chamois Again—Kodak Photo Chamois is again available in two sizes: 9 x 11 inches, and 11 x 13½ inches. This is an unusually fine grade of chamois, especially selected for its freedom from rough and scratchy areas. Because dirt and grit wash out readily, the material is unequaled for wiping down negatives after washing; careful workers prefer it over the traditional sponge.

Improved Slide Box—The all-metal Kodaslide File Box, popular before the war, is back again—with improvements. The cover is now hinged at one end, with a spring catch at the other; a space for noting down the contents is provided at one end. Basic construction is still the same—strong metal with a silver-wrinkle finish, four metal separators inside to help group slides according to subject. The capacity of each box is 150 Kodaslides.

New Darkroom Apron—Are you an apron spurner? Do you *like* developer stains on your clothes? Or is it simply a matter of not having found a really good apron? Your attention is respectfully called to the new Kodak Darkroom Apron. It's made of tough, moistureproof vinyl plastic—not a plastic-impregnated cloth, but sheet plastic. It has a waist cord that not only serves to tie the apron, but also does duty as a towel loop. At the bottom, a turned-up drip cuff furnishes protection from any drops of processing solution that run down the front of the apron. A utility pocket of ample size offers added convenience. Apron dimensions are 30 x 35 inches for the medium size, 36 x 45 for the large. And all edges are protected by a binding of vinyl plastic. The price is $2.25 for the 30 x 35-inch size; $3 for the 36 x 45 size.

See your Kodak dealer

KODAK products are sold through Kodak dealers, any of whom will be glad to complete the descriptions of Kodak products which are mentioned in these pages. Usually, too, they will give you opportunity for firsthand inspection of the advertised items.

And in matters of general photographic information your Kodak dealer will be found to be well and soundly informed.

Prices subject to change without notice

ONCE in a blue moon (or a long summer) a picture appears with something to offer almost every photographic theorist. Connoisseurs of geometric composition, viewing this one, will find an ample budget of implied diagonals, S-curves, stabilizing pyramids, and rhythmic repetitions of line and form. Fanciers of genre and human interest will relish the exultant quality, the carefree atmosphere. Members of the wire-sharp-focus school will overlook the fuzzy foreground and delight in the crisp lines, the cleanly rendered textures. Through any critical glass, it's a charming picture. The negative is on fine-grained Kodak Panatomic-X Sheet Film. Print on Kodabromide F.

Kodak

Negative on Kodak Super Panchro-Press Film, Type B

Baltimore Harbor—A. AUBREY BODINE, FPSA

EARLY morning dawn scenes with their soft, mysterious light . . . delicate, faint grays . . . half-hidden distance and vague modeling. They tempt you every time . . . and disappoint you, too . . . unless you've learned to depend on the uncanny power of

Kodak Super Panchro-Press Film, Type B

It's a "fast" film, in photographic language . . . but not a film just to catch the whiz of a ball game. You need high film speed for these scenes of quiet beauty in sparse morning light . . . where you must sharpen a deep field, and stop action, too . . . but you also need fine all-round quality. More and more, distinguished amateurs are taking a tip from the press photographer . . . going after the hard ones with the newsman's favorite—Kodak Super Panchro-Press, Type B . . . Eastman Kodak Company, Rochester 4, N. Y.

Kodak Verichrome (rolls, packs)—fast, orthochromatic, for general outdoor use, and for Photoflash photography.

Kodak Infrared (rolls, sheets)—for dramatic effects. In landscapes, produces detail ordinarily obscured by distant haze.

Kodak Super Ortho-Press (sheets, packs)—fine, fast ortho material. Especially suitable for flash shots of near-by subjects.

Kodak Plus-X (rolls, packs)—all-round "pan" film. Extra speed, fine grain, excellent gradation, wide exposure latitude.

Kodak

t
.
f
3
-
e
d
k
n

all-round
in, excel-
latitude.

Prize-Winning PICTURES

"Meditation," by W. R. Bishop, New York City, first prize in Scenes, Still Lifes.

Winning photographs in five categories are chosen in National High School competition

"Hit It!", by J. A. Astin, Bethesda, Md., prize winner in Hobbies and Recreations.

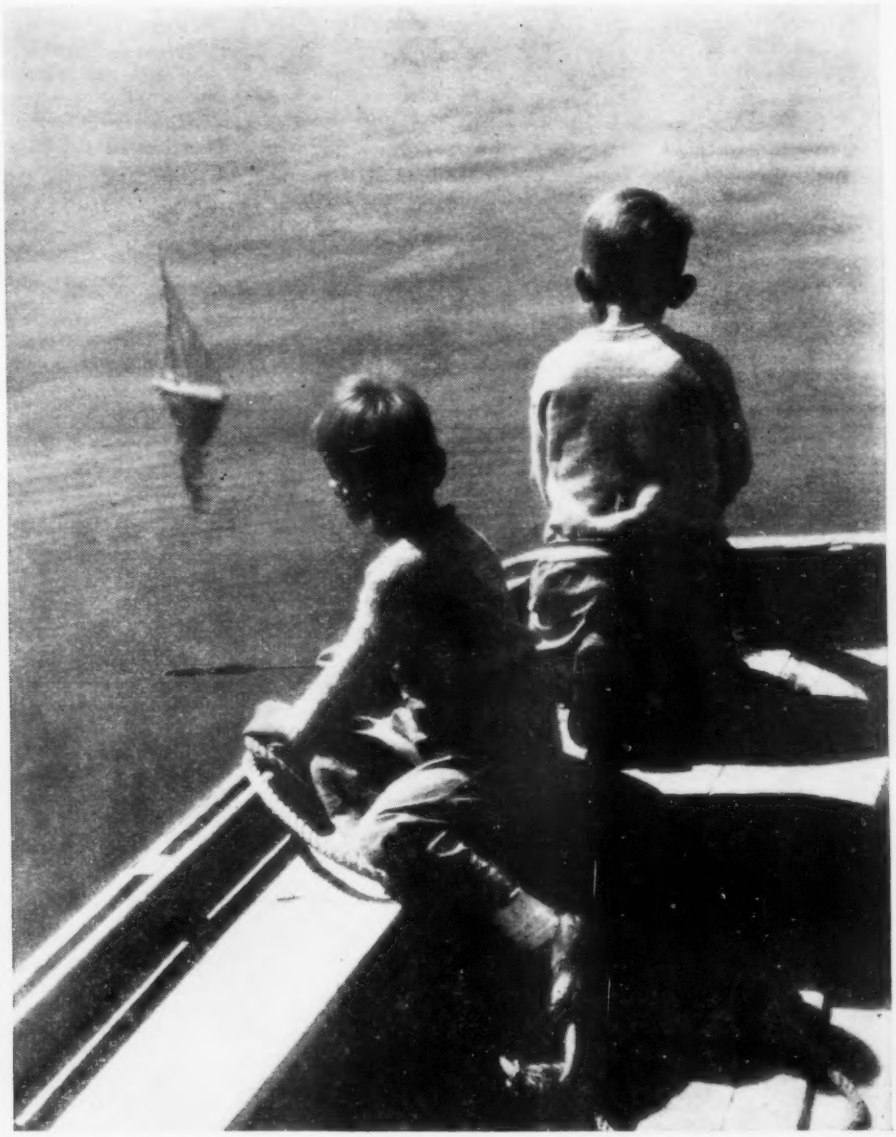
"YOUNG MARINERS," by J. Michael Conner, nineteen year old graduating high school senior, was named Grand Prize Winner of the National High School Photographic Awards. It was chosen by the contest judges because of their belief that it had the greatest interest and appeal among the thousands of photographs entered by the student-amateurs in the contest's five categories.

These entries, covering every conceivable subject, were received by the judges from every state in the Union, and the general quality and diversity made selection of the prize-winners difficult.

Judges for this year's contest were Helen Hayes, theatre and radio star, and amateur photographer, Norman Rockwell, famed illustrator, and K. W. Williams of the Eastman Kodak Company.—

"Looking the World Over," by D. Bowman, Hollister, Cal., winner, Animals, Pets.

"Forecast of the Future," by R. Rippel, N.Y.C., first prize winner, School Projects.



"Young Mariners," judged as best of all entries in the 1947 High School Photographic Award Contest, was made by J. Michael Conner, Loyola High School, Baltimore, Md.

THE LAND OF

When you visit Oklahoma, visit its people, too. Stop and say, "Howdy," and chat a while. Take a closeup for your collection.

TRULY, the region around Oklahoma City, heart of our Southwest, deserves the title of land of many faces. Since that famed traveler, Coronado, first searched its soil for traces of the legendary City of Gold, travelers have been fascinated by its many features.

It's a "Hi, Stranger!" sort of place—bleak, yet with certain beauty, highly industrialized, yet with thousands of miles of grazing lands. It can offer the photographer who comes on business or pleasure the picturesque qualities of America's last frontier. More and more people are coming to know and to picture this region—for there are plains, timberland, mountains, oil wells, and hundreds of other subjects which challenge the imagination and ability of a photographer.

People in the Southwest enjoy visitors, and expenses will easily fit within the limitations of your budget. Some of these things were probably in the minds of delegates to the Photographic Society of America conclave last fall when they chose Oklahoma City for their convention of this year, October 8 to 11. And they'll like it, for the town has a combination of Southern hospitality and Western friendliness.

Photographers who have traveled this area, and returned again, will tell you that few places present a greater challenge to the cameraman. For this is the country where the natives say, "anything can happen, and often does." Will Rogers once remarked of his native state, "if you don't like Oklahoma weather just wait five minutes." Others will tell you that "only the weatherman and newcomers will make predictions in Oklahoma—the weatherman is paid to guess and the newcomers don't know any better."

As in the case of so many so-called superstitions, there is considerable data to prove this point. Weather bureau records show this area is between major storm paths and gets weather

Cowponies and cattlemen are fine photographic subjects. You'll find plenty of the old west left in Oklahoma, for it's a living part of American tradition. Whether you're there on business or as a tourist, remember to pack along your camera.

MANY FACES . . .

By J. GILBERT HILL

America's last frontier offers a cross-section of western life. Here are cattle and cattlemen, oil wells, Indians, and old-time missions

from Alaska and the Gulf of Mexico. But neither stays long. There is sunshine, on the average, 67 per cent of the total possible, and that means good light for shooting—about the best in the country.

As usual, almost any kind of photographic equipment will get the job done if you use it correctly. Generally, however, be sure to bring your filters and light meter. And don't try to outguess the meter. This light is bright and full of ultraviolet, so keep your hat on, and let the wind provide the tan in summer, because it will.

About noontime on a summer day, you can expect to see fleecy white clouds casting thin shadows across a startlingly brilliant landscape, with a tiny house or a herd or some farm equipment far away. It's pretty. But don't shoot!

Drive a while. Remember you can see miles in this terrain and light. Get close enough to get a picture on a negative. Check it through the groundglass or finder and you'll get the idea. Use your filter. Pick something near-by and include it to give perspective—and you can have that picture you want to keep.

There's much industry in the Southwest. But do not expect smoke. Even the oil-burning trains are disappearing with the big Diesels. The fuel throughout this area is natural gas. Buildings are white and clean. At night, with the lights on them, some structures literally shine against a black sky.

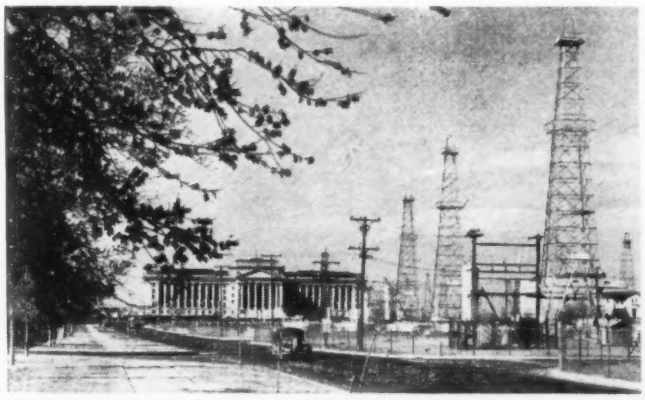
You'll find oil fields almost anywhere. Some of the oil tanks have unusual and interesting shapes. Often they're painted with aluminum in order to reflect the heat of the sun, keep the interiors relatively cool. So remember your red filter; it's fine to bring out that metallic sheen against a perfectly blue sky which will go black without a cloud.

Highways are straight and distances are long. You'll see Indians everywhere. They'll be the young men who service your car, the waitress in the restaurant, the banker, retailer, mining or oil executive, or the dancer in the show.

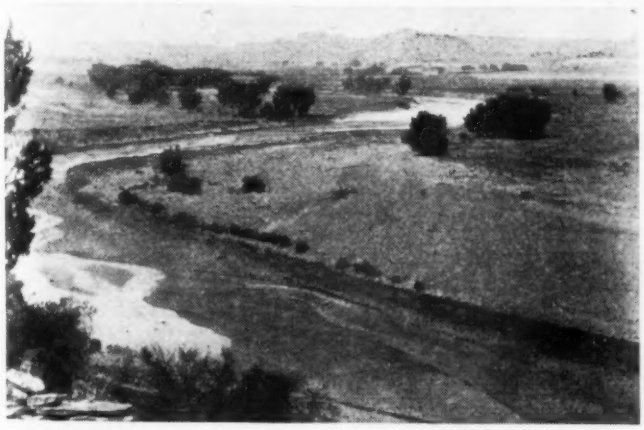
Once a year tradition is kept alive at Anadarko, Oklahoma, in the last week in August at the Indian fair. Tribal members arrive from a dozen states. The deputy U. S. Marshal, the girl next door who was graduated from college last year, the farmer and banker, doff white men's clothing. They dress in the carefully preserved, beaded, white doeskin, handed down through the family, worth hundreds of dollars, and kept in vaults except at ceremony time. The fair lasts a week.

There's a cattle tradition here, too, and the Southwest is proud of its livestock. Wheat and whiteface Herefords go together. Hundreds of men still wear their boots, but they keep their trouser legs out while in town and most visitors miss them. They still like their soft, white hats, which keep the sun out of their eyes and stay on in the wind.

On April 22, 1889, less than 60 years ago, the central part of Oklahoma was opened to white settlement. When the PSA gathers in Oklahoma City in October, (*Continued on page* 90)



It's a country of contrast, for along main street, the steel towers of an oil field rise as neighbors to a library or a city hall.

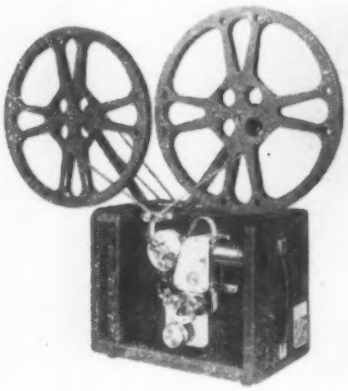


Distances will fool you in Oklahoma, for the clear air makes tomorrow seem today. Trust your groundglass instead of your eyes.

Once a year they keep tribal tradition alive at the Indian fair. You may find the girl who serves your lunch donning white doeskin.

TRADE NOTES AND NEWS

A 16MM SOUND PROJECTOR which weighs only 38 lbs. complete with speaker, the Empire Sound King, is announced at a price of $297.50, and is intended for home



Projector housed in aluminum case.

or institutional use. Among the features claimed for the new unit are 750-watt illumination, coated 2" *f* 1.6 lens, sound and silent speeds, lifetime lubrication, permanent-magnet speaker, accessibility of all lamps and sub-assemblies for removal or repair, and single recessed control panel. Both speaker and projector are housed in gray crackle aluminum cases. Manufacturer is Empire Projector Corp., 60 McLean Ave., Yonkers, N. Y.

AN ADJUSTABLE DOUBLE filmholder for plateback cameras (except the Graphics) has been announced by Arcap Manufacturing Co., 1122 Eastern Parkway, Brooklyn 13, N. Y. The sheath supplied with this holder is two-sided, one side taking 6.5 x 9 cm or 2½ x 3½" film, the other accommodating 2¼ x 3¼" film. Without the sheath, the holder accepts plates in the 2½ x 3½" or 6.5 x 9 cm sizes. The dark-slide has a longer tab than that usually encountered, which extends only half its width, so that either of the two slides may be withdrawn from the holder without danger of pulling both at once. Price of this item is $3.25, plus tax.

THE PRESS KING is a new all-metal 4 x 5 camera which features a 30-degree drop bed, rising, tilting, and swinging front, double bellows extension, revolving back, and positive locks on all moving parts. Priced without lens at $99.50. The Press King can be supplied with Kalart rangefinder and 135mm Wollensak *f* 4.7 lens in Synchromatic Rapax shutter. Exclusive U. S. distributorship is being handled by AFP Distributors, 1803 Empire State Building, New York 1, N. Y.

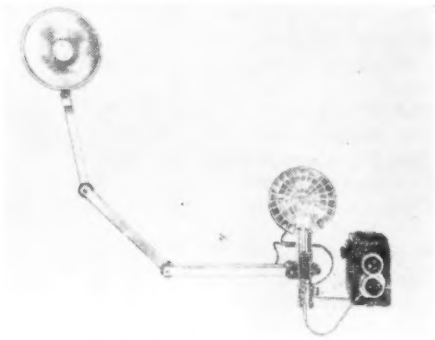
MAGAZINE LOADING, built-in telescopic viewfinder, footage indicator, and an exposure guide on the bottom of the housing are among the features of the Briskin Magazine 8mm movie camera. Single-frame operation and four camera speeds from 16 to 64 frames per second render the camera useful for a variety of filming, and a choice

Built-in telescopic viewfinder on 8 mm camera.

of two coated Wollensak lenses of ½-inch focal length is available. Prices including tax are $99.50 with the *f* 2.5 lens, $122.50 with the *f* 1.9 lens. Further information can be obtained from Briskin Camera Corp., 2103 Colorado Ave., Santa Monica, Calif.

AN INSULATED bracket to eliminate any possibility of short circuits when used with grounded metal cameras is a feature of the latest DeMornay-Budd Flashing Unit for shutters having built-in synchronization. Complete with connecting cord, bracket, and standard reflector, the new model is priced at $19.95 including tax, price with contour-control reflector being $36.00. Further details can be obtained from DeMornay-Budd, Inc., 475 Grand Concourse, New York 51, N. Y.

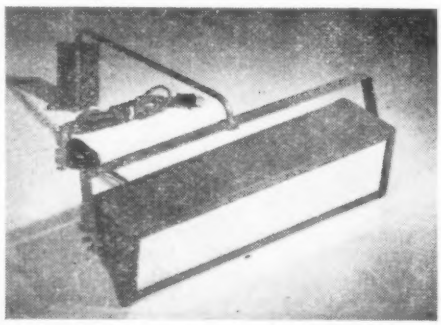
CONSISTING OF A 3-foot flexible arm of lightweight Dural, the Flexible Side Extension announced by Mendelsohn is designed for use in press photography and on other occasions where fast-moving subjects are to be covered with more than one flashbulb, but can be used in general photography as



Lightweight extension with 3-foot arm.

well. The unit clamps onto the Speedgun battery case, and is available in two sizes —one for the Model E Speedgun and one for Models E-2 and E-4. The auxiliary reflector is attached to the arm with a ball and socket joint, permitting the user to direct the light at any desired angle. Further details concerning the Flexible Side Extension can be obtained from the Mendelsohn Speedgun Co., 457 Bloomfield Ave., Bloomfield, N. J.

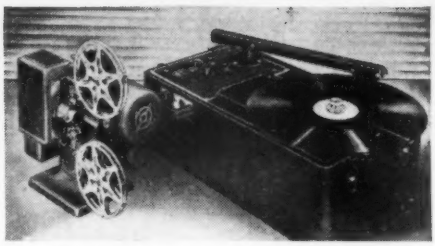
MAXIMUM ADJUSTMENT is afforded in the Minute Man Safelight, just announced by Minute Man Photo Products Co., 309 E.



Safelight can be aimed as desired.

22nd St., New York City. Furnished with bracket and extension arm for wall mounting, the unit also has wing-nuts at each end for holding the lamphousing aimed up or down as desired. Illuminating three ordinary working trays evenly, the light is supplied with an OA filter for printing, other filters being available and inserted or removed through a hinged flap.

TWO SYNCHRONOUS electric motors and an automatic starting device are used to effect sound-on-disk synchronization with ordinary 8mm movie film in the Movie Sound 8, announced recently by Continental Products Corp., 1103 East 15th St., Kansas City 6, Mo. The synchronous projector unit, which can be used alone for showing films without sound, is made by Eastman Kodak Co., and the Wilcox turntable unit can be used as a portable electric phonograph. A series of specially-printed 8mm films for use



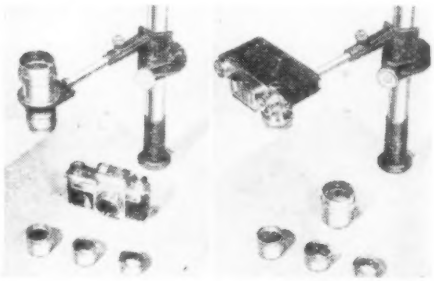
Turntable synchronized for 8 mm sound.

with the unit is being released by Castle Films Division of United World Films, and any 16mm or 35mm sound film can be printed for operation with it, according to the manufacturer. Both the Movie Sound 8, which is priced at $295 plus tax, and the films will be handled through authorized dealers.

READING FROM 2½ FEET to infinity, the Esdy Products Rangefinder has been announced by Camera Specialty Co. of New York City. Supplied with universal mounting clip and shoe, the unit is priced at $8.75.

TWO NEW ITEMS IN the Willoughby line are the Superb All-Metal Paper Chest and the Superb Projection Print Gauge. The former, which lists at $6.75, features a piano hinge and rubber gasket for positive light-proofing, three shelves for 8x10 paper, and two for paper 5 x 7 or smaller in size. The Print Gauge is designed for rapid and economical exposure of test strips, and affords ten clearly-defined steps marked to indicate the correct exposure in seconds. It is priced at $1.10. For further details regarding either item, write to Willoughbys, 110 W. 32nd St., New York 1, N. Y.

STEWARTRY COPYING attachments which replace the camera during focusing and composition are available for Leica, Kardon, and Contax, it is announced. In use a copying arm holds the lens from the camera on an extension tube in position above the copy board, and a focusing screen is placed at exactly the same distance as the film would be in the camera. Focusing com-



Device, left, replaces camera when focusing.

pleted, the camera is substituted for the focusing device, a milled groove in the horizontal arm assuring correct vertical alignment. The copying arm clamps on any enlarger upright, pipe, or bar between 1¼ and 2½" in diameter, and is threaded for use with any camera having a standard tripod socket. Prices including tax are as follows: Copying Arm, $15; Leica-Kardon Copying Attachment, $18.30; Contax Copying Attachment, $28.70. U. S. distribution of this equipment is being handled by Caprod, Ltd., 125 W. 31st St., New York 1, N. Y., Canadian sales being directed by Benograph, 1330 Sherbrooke St., West, Montreal.

A SERIES OF leatherette-covered wooden cases for projectors and cameras has been brought out by Apex Case Inc., 280 Baltic St., Brooklyn, N. Y. The model for Revere projectors is priced at $12.50, one for Excel 8mm projectors sells for $9.50, and other units are available for various Keystone and Kodascope projectors at $11 and $12.50. To hold Speed Graphics and accessory equipment there are the 2¼ x 3¼ size at $10 and the size for 3¼ x 4¼ or 4 x 5 Graphics at $12. Pyroxilin lining and brass hardware are features of the entire line.

ACCOMMODATING LAMPS up to the 300-watt Mazda size, a line of screw-in adjustable hood-shade lighting units with and without louvers is announced by Swivelier Co., Inc., 28 Irving Place, New York 3, N. Y. Said to stay put at any angle, without the use of wing nuts or screws, the reflectors simply are inserted in any house-type electrical socket. Available also with screw-in

(*Continued on page* 154)

HAVE YOU ENTERED?

NEW, DIFFERENT 1947 GRAFLEX PHOTO CONTEST

$5,000.00 TOTAL CASH PRIZES

FOR SPECIFIC CONTEST GROUPS!

	A GROUP	B GROUP	C GROUP	COLOR SECTION
FIRST PRIZE	$250	$500	$500	$500
SECOND	150	250	250	250
THIRD	100	150	150	150
20 HONOR AWARDS—EACH	25	25	25	...

NEW *Pacemaker* SPEED GRAPHIC

See this remarkable all-new *SPEED GRAPHIC*... the last word in precision workmanship... the ideal camera for taking those prize-winning shots! Available now in 2¼x3¼ and 4x5 film sizes (soon available in 3¼x4¼)—new *SPEED GRAPHICS* and new *Crown GRAPHICS*—the ultimate in functional versatility!

NEW *Pacemaker* Crown GRAPHIC

Designed for those who demand all the features of the famous *SPEED GRAPHIC* but do not require the added versatility of the all-new focal-plane shutter.

Don't wait another day... enter this great new contest now. Just step into your nearest Graflex Dealer for your entry blanks. Submit up to 10 black-and-white and five color entries!

CLASSIFICATIONS

A. Teen-age photographers—all who will not have reached their 20th birthday by Oct. 1, 1947.

B. Non-professional photographers—all who earn less than half their annual income from the sale of their pictures.

C. Professional photographers—all who earn the major part of their income through photography.

Color Section: Open to all groups.

Press Award—$300.00—open to all groups. Any photograph published in a newspaper or national magazine between Oct. 1, 1946 and Oct. 1, 1947 is eligible.

Entries must have been taken with Graphic, Graflex, Crown or Century cameras... anywhere in the world... between Oct. 1, 1946 and Oct. 1, 1947. Post-marked not later than midnight Oct. 1, 1947. In case of ties duplicate prizes awarded!

GET YOUR ENTRY FORMS AT ANY GRAFLEX DEALER!

GRAFLEX INC.

Rochester 8, New York, N.Y..

Visit GRAFLEX *Information Centers—at 50 Rockefeller Plaza, N. Y., & 3045 Wilshire Blvd., Los Angeles.*

WHO'S WHO

News & Comments about Photography and Photographers

Conducted by H. P. SIDEL, director of THE SCHOOL OF MODERN PHOTOGRAPHY

● Damon & Pythias

Two talented SMPers meet . . . find similar interests. Result—a joint shingle after graduation. Such is the familiar story of MILTON

MILTON JAMES
by Somers O. Van Sant

SOMERS O. VAN SANT
by Milton James

JAMES and SOMERS O. VAN SANT *(see above)*. The big league quality of their work is very apparent (*see SMP ad—opposite page*) . . . yet neither had any photographic experience before SMP! Milton hails from Newport, R. I.; Somers from Atlantic City, N. J. A suburban, northern N. J. town will be the setting for their high-type portraiture and commercial photography studio. Good luck, James and Somers!

● Success, Inc.

Checking through the questionnaires sent out to former SMPers is bringing back many a nostalgic moment. So many of you we remember as camera neophytes with a hobby—are making good in a big way! Of the answers already in, the vast majority of you say you are now engaged in professional photography. Replies are coming in from all over—and out of—the country! We'll have more of interest when *all* questionnaires are in . . . so come on, SMPers, mail yours—today!

● Glamour Photographer

That's SMP grad JULES ALEXANDER! An example of Jules' pin-up art may be seen *below* in photo of Thornton model "Kit" Hyde, and in the *SMP ad—(opposite page)*. An SMPer before the war, Jules returned to us as a professional, to brush up on new techniques. Jules' score card already shows some brilliant photo work—in music, in the theatre, and for WARNER BROS. in Hollywood. One of his Kodachromes will soon make the cover of a leading picture magazine. All this—and Jules is just 21! Here at SMP, we're not the least bit surprised. We predicted a bright future for Jules way back when, and you've seen his pix in our former ads! Right now, Jules is entertaining several Hollywood offers . . . so watch for more of his highly-skilled, highly-good-to-look-at shots!

● Panama Panorama

News from Panama City! Back home again after a visit to New York and SMP, ALFONSO QUINTYNE is ready to re-open his studio and store on a bigger and broader scale, specializing in all color processes for portrait and commercial studios in Central and South America. Upon graduating from SMP in '43, Mr. Quintyne embarked upon a varied career. He was photo-lab supervisor for the Army Post Exchange in Panama. Next, he opened his own portraiture studio. Later, he was in complete charge of all Central American processing for ANSCO. Panama City can certainly expect some brilliant work from SMPer Alfonso Quintyne!

● Send for FREE BOOKLET!

Whether its portraiture, commercial, news or industrial, there's a future for you in photography. Send for the SMP Outline of Courses. It's yours FREE. Just mail the coupon for a copy.

H. P. SIDEL
THE SCHOOL OF MODERN PHOTOGRAPHY
136 East 57th Street, N. Y. C.
Send me a free copy of SMP Outline of Courses.
Name .....
(Print)
Address P-9

NOTES ON THE PICTURE SECTION

PAGE 63

Right of Assembly is the title of the crowd photograph which serves as this month's frontispiece for the Picture section. Art Siegel, now with the Institute of Design in Chicago, made the picture with a 4x5 Speed Graphic. Eastman Type B Pan film, *f* 11, 1/100.

PAGE 64

Firehouse Checkers catches the natural and relaxed atmosphere of a fire station between alarms. Ulric Meisel passed the station nightly on his way home, and one evening finally mustered enough energy to take the picture—later entered in one of this magazine's contests. Meisel used a Rolleiflex, and Ansco Supreme film. Exposure was *f* 8, 1/5 second, using a floodlamp in the hanging fixture.

PAGE 65

An interesting sidelight on Ike Vern's bookstore picture may be found in this month's The Magazines column, page 16. Rather than spoil the story, we'll just list the technical data, and let you look up the rest. The shot was made on an assignment for *Colliers*, with a 4x5 Speed Graphic, Eastman Super XX film, at 1/50, *f* 8.

PAGE 66

Esther Bubley of Standard Oil of New Jersey's photographic unit shot Tommy's Cafe with an Ikoflex. The exposure was 1/100 at *f* 16, on Eastman Super XX. She used two midget flashbulbs, one with a reflector, and mounted above and to the left of the subject, and one on camera, but without a reflector.

Roy Stryker's photographic crew, while in their work for Standard Oil, make many superb documentary shots. Sol Libsohn photographed Mrs. John J. Kratzer, using a Rolleiflex, and Eastman Super XX film. The exposure was *f* 5.6 at 1/100, and is a documentary shot which is valuable from two standpoints—a portrait of a person, and a picture taken in America today, and which perhaps in another fifty years will be part of a rich source of authentic material on our times and our people.

PAGE 67

Bob Freeberg's circus fans were caught at seven o'clock one summer morning, seated on a batch of elephant fodder, watching the "Big Top" go up in an adjoining lot. No matter how early the circus comes to town, there always seems to be an audience to watch the canvas tent go up. Freeberg used a Rolleicord, the film was Ansco Supreme, and the exposure was 1/50 at *f* 11.

PAGE 68

Arthur Haug, one of Chicago's talented professional photographers, has a book titled "Chicago" coming out soon. It's a collection of photographs made in that city, revealing its many moods at many times of day. This picture of Maxwell street is a representative shot, and reveals Haug's ability to unobtrusively record the scenes of a city. Rolleiflex, Eastman Super XX film, *f* 11, 1/50.

PAGE 69

Fritz Henle's pictures showing the people of Paris watching an unseen organ grinder and his monkey are two views taken from the same vantage point. Henle used a Rolleiflex, Ansco Supreme film, *f* 8, 1/50. For some reason, his camera seems to be gifted with a magical quality which seems to invest it with a sort of invisibility. Almost always, although taken at the most intimate of distances, and under the most intimate of circumstances, his pictures present his subjects as though they were completely unaware of the photographer's presence.

PAGE 70

Dr. Selby Kramer's photograph of the stevedores stocking a ship's hold with paper was an entry in one of this magazine's contests. The contrast between black and white is particularly effective. Rolleiflex, Ansco Supreme film, *f* 10 at 1/100—no artificial lighting used.

Another of the Standard Oil photographic crew is Louise Rosskam. She made the picture of the truckers changing a tire on Sixth Avenue in New York near Houston street on a gray day, with Eastman Super XX film. Camera was a Rolleiflex, and the exposure was 1/100 at *f* 5.6.

PAGE 71

One of the few photographers today who can make a portrait without pose is Fritz Henle. His picture of the painter, Robinson, made at Colorado Springs Municipal Art Center is a documentation, and a photograph made with the feeling of a self-portrait by that artist. Rolleiflex, Ansco Supreme film, one flash bulb, *f* 11, 1/50.

PAGE 72

Karl Gullers is a huge young man, standing somewhere near six and a half feet high in stocking feet. His photography has the same stature, not only in his own land, but in this country as well. A collection of his photographs titled "Sweden" is being published this fall in book form, and will be an item well worth having in your photographic library. This picture of the lovers, immobilized in a moment of affection, was made with a Rolleiflex, Eastman Super XX film, *f* 4.5, 1/25.

Between the Acts by Paul Berg is one of a series made at the final dress rehearsal of the St. Louis Municipal Opera just before the gala opening of a recent season. Berg used a 4x5 Speed Graphic and Ansco Superpan Press film. He hung one flashbulb from the ceiling, and fired one on camera, diffused by a handkerchief over the reflector. Exposure was 1/50 at *f* 32.

PAGE 73

Rehearsal Break was made by Paul Berg during the same performance at which he shot the photograph on the facing page. No flash was used, and for this scene Berg switched to a Rolleiflex, using Ansco Superpan Press film. The exposure was *f* 22, 1/50. Berg has achieved a reputation for a peculiar ability in achieving fine dramatic pictures, quite out of the run of the mill material, of scenes such as theatre backstage work, or of show people in general. Recently one of his best pictures, titled Boogie Boy, was hung in the Encyclopedia Britannica exhibition of pictures of the year.

PAGE 74

The Fishermen is another of Karl Gullers' photographic studies of Sweden's life and her people. Gullers' camera is a friend, not a stranger to these scenes, and that is the basis for their breath of life and air of complete reality. Rolleiflex, Ilcord Selo HP3 film, *f* 8, 1/50.

THE SEPTEMBER COVER

California's seasonal fog drifted away for a day, and so Zia Kadri of Los Angeles hiked his Auto Graflex over his shoulder, took Norma Crieger, his model, by the hand, and was off to the beach for the picture that makes this month's cover.

Southern California's beaches are still among the country's best—or as photographer Kadri says, "My model supplied the oomph, Eastman supplied the film, and California the setting, and sunshine."

The photograph was made on 4x5 Kodachrome, the exposure 1/25 at *f* 8, and the lens was an *f* 4.5, 8¼ inch Cooke Aviar.

By MAURICE BORKIN

What are the Ingredients for
SUCCESS IN PHOTOGRAPHY?

1. The recipe for photographic success is intricate —yes . . . but foolproof if correctly followed. For many years, camera-careerists have been mastering this recipe at New York's famed SCHOOL OF MODERN PHOTOGRAPHY. High on the list of success ingredients is *versatility*. At SMP, students are coached in a wide range of subject matter and techniques. Excellent indeed is MAURICE BORKIN'S delectable cake (*left*), but Maurice is equally excellent in many other photo categories. Merely a foto *fan* before SMP, Maurice Borkin is now well qualified to operate his own studio. His choice for a location—New York.

By JESSE PATILLO

2. Skill and Self-Confidence—these important ingredients for success in photography are developed and polished by *top notch* instructors at SMP. That these qualities may be quickly attained is shown by the perfection of MILTON JAMES' attractive child study (*below*) and SOMERS O. VAN SANT'S impressive portrait (*right*). Hard to believe is the fact that a short while ago these talented photo-artists were just amateurs. Now—they are ready to open their own fashionable studio (*see* WHO'S WHO—opposite page). At SMP, talent is quickly discovered and nurtured . . . and SMPers find a world of opportunity awaiting them.

By SOMERS O. VAN SANT

3. Inspiration and Ingenuity. On proper staging—on the ability to improvise—can depend fame or failure. For JESSE PATILLO, taker of the fashion stunner (*above*), success is definitely in prospect! Before the war, Mr. Patillo was a free-lance photographer. Now—well refreshed and ready to go—he plans a N. Y. studio, specializing in portrait photography—and eventually commercial fashion.

By MILTON JAMES

By PRESTON H. REICHARD

4. Technical Perfection—Every facet of photography is thoroughly explored at SMP. Illustrative of the technical excellence achieved is PRESTON H. (HANK) REICHARD'S interesting shot (*right*). An Air Force photographer, Hank joined the Photo Staff of Ohio State after service. Ohio State will soon see him back, specializing in color photography.

By JULES ALEXANDER

5. Sense of Sell—obviously SMPer JULES ALEXANDER has it! Only 21—he already enjoys a bright camera career. Glamour shot of actress Janis Paige (*above*) was taken for WARNER BROS. (See WHO'S WHO—*opposite page*.) Which branches of photography offer the best opportunities and the *know-how* of seeking them out—these answers are very important ingredients of SMP's recipe for photographic success.

6. Information Please! Into this reception room have walked thousands of starry-eyed youngsters and careerists of all ages. Question most often asked: "*What about tuition fees?*" The answer is genuinely surprising, for specialized courses or complete study programs, *either day or evening*, are exceptionally moderate. Visit the School, or write for outline of courses. *Address* H. P. Sidel, *director*, Dept. P9.

MODERN PHOTOGRAPHY
136 East 57th St., New York City

TIPS FOR PROFESSIONALS

PRINTEX CAMERA

A new approach to press photography... Light, fast, rugged... Magnesium body. Optical view finder corrects for parallax. Rangefinder coupling inside body. Made in 2¼x3¼ and 4 x 5 models
$49.50 & $79.50 (plus E.T.)

COOPER SHADES

These "Hollywood Professional" lens shades are made in round and square models. Both have removable filter drawers and come complete with set of adapter rings. Polaroid attachment available.
$3.95 (plus E.T.)

Distributed by **Garden·Williams**
3266 WEST PICO BLVD. • LOS ANGELES 6, CALIF.

Ciro-flex

AVAILABLE IN LIMITED QUANTITIES

• Ciro-flex, the all metal, precision built reflex camera, with twin synchronized Wollensak lenses, viewing hood with magnifier and sports-finder, flash and tripod fittings. Gives you a *print-size* pre-view of every picture you take!

CIRO CAMERAS, Inc.
425 South Sandusky, Delaware, Ohio

NO CLASSES!

This Large Building—Home of the Modern
CONNECTICUT ACADEMY of PHOTOGRAPHY, Inc.
Enables Us to Eliminate Classes with Our Special Method of
Individual Instruction
Giving You MORE THOROUGH TRAINING IN A SHORTER TIME Under the Expert Guidance of Trained Photographers and Technicians!

IMMEDIATE ENROLLMENT
12-Week Courses Including
• FUNDAMENTALS • COMMERCIAL
• PORTRAIT • FASHION
Co-Educational
An Accredited School for Veterans

For Detailed Information Write for Pamphlet P-910

CONNECTICUT ACADEMY of PHOTOGRAPHY, Inc.
P.O. BOX 348 SUNSET RIDGE DRIVE
EAST HARTFORD, CONN.

Portrait of a Youngster

(Continued from page 45)

graph, that is next to a cooperative little model, of course.

If you like children, and you wouldn't be trying to take their pictures if you didn't, they'll know it, never fear, and if the whole thing is "an adventure," you are bound to get good pictures after a bit of practice. Take a few "dark slide" shots, in other words. Of course you must know your camera and be able to forget that part and concentrate on your subject. Children are quick to change expressions and often will pass through some wonderful poses that you may have to be on your toes to capture. Take it

In taking these photographs, Lord used a Rolleiflex, usually on a tripod. His average exposure was *f* 8 at 1/100 sec.

fast, and use fast, finegrain film (these shots were made on Eastman Plus-X and Ansco Supreme film). You need not stop down much if your subject and prop are all in one plane, or nearly so.

It is when you shoot from too low, or too high an angle, or when the model has an arm or a leg too far forward, or behind this "flat plane" that you need the smaller stops, and even then you will introduce unwanted distortion if you are not careful. Watch out for "awkward" poses and positions—let your model pass through these and shoot the natural unaffected poses and positions of your subject as they occur.

A white concrete bridge rail, or a wide-board, white fence such as the ranch gate I used in Carole's pictures, works beautifully as a prop. It is a prop literally as well as figuratively, for it literally "props" or holds your model *into* the picture. It gives the cut-away portion of your picture a reason for being cut-away and it gives your model something to lean on at the same time. I used a white bridge abutment on my "Jo," a print that has been accepted in more than 40 salons throughout the world and is still going strong. These props must be of plain and simple construction so as

LATEST CLOSING PRICES FOR CAMERAS AND EQUIPMENT IN THE NEW YORK MARKET

35MM

	NEW	Like New
Agfa Karat f2.8 RF	$	$ 86.00
Argus "21," f3.5	57.08	
Argus A2, f4.5, case	29.85	
Argus Model C-3, f3.5	74.71	56.50
Bolsey Reflex, f2.9	321.46	248.00
Bolsey Reflex, f1.8	469.49	362.00
Clarus, Woll. f2.8 ctd. RF	116.25	87.00
Kodak Ektra, f1.9 latest	542.50	388.00
Kodak 35, RF	80.81	68.00
Mercury II, f2.7, ctd.	82.50	47.50
Perfex DeLuxe, f2.8, case	98.00	76.00
Perfex 55, f2.8, case		58.00
Retina I, f3.5		64.00
Retina II, f2.8 cpld. RF		148.00
Robot I, Tessar f2.8		75.00
Robot IIS Biotar f2 chrome		108.00
Stereo Realist	165.00	
Tennax I, Zeiss f3.5		68.00
Tenax II, Sonnar f2		168.00
Universal Buccaneer f3 5 RF	65.00	
Vokar f2.8, RF, ctd., case	85.95	68.00
Wimpro	10.95	

LEICA CAMERAS & LENSES

	NEW	Like New
Leica C. Elmar f3.5	$138.00	$108.00
Leica D Elmar f3.5	185.00	148.00
Leica F, Summar f2		206.00
Leica G. Summar f2		244.00
Leica IIIA, Xenon f1.5		[illegible]
Leica IIIB, Elmar f3.5	288.00	[illegible]
Leica IIIB, Summar f2	320.75	265.00
Leica IIIC, Elmar f3.5	332.[illegible]	268.00
Leica IIIC, Summar f2	34[illegible].00	288.00
Leica IIIC, Summitar f2	4[illegible].00	384.00
Leica IIIC, Xenon f1.5	[illegible].00	394.00
35 mm Elmar f3 5, W.A.	[illegible].20	[illegible]
50 mm Elmar f3 5	[illegible].00	72.00
50 mm Woll. f3.5	[illegible]7.00	[illegible]
50 mm Sonnar f1.5 T.	[illegible]04.00	248.00
50 mm Summar f2	128.00	88.00
50 mm Summitar f2	220.[illegible]	[illegible].00
50 mm Xenon f1.5	240.00	196.00
73 mm Hektor f1.[illegible]	21[illegible].00	184.00
90 mm Elmar f4, coated	15[illegible].40	11[illegible].00
90 mm Thambar f2.2, cpld.	21[illegible].00	1[illegible]4.00
90 mm Woll. f4.5 ctd.	11[illegible]	88.00
127 mm Woll. f4.5	17[illegible]	137.00
135 mm Hektor f4.5	236.60	148.00
200 mm Telyt f4.5, Reflex Housing	368.00	297.00
300 mm [illegible]		220.00
Abbey Flash for Leica	50.00	34.50
Leitz VIII synchronizer	6[illegible].00	
Leitz filters for Summar	[illegible].20	[illegible].00
Leitz Image Erecting Finder	[illegible].50	62.00
Angle View Finder	24.00	16.00
Leitz Vidom Finder	[illegible]4.00	48.00
Sliding copying attachment	44.27	35.50
Leica Manual latest	4.[illegible]	

CONTAX CAMERAS & LENSES

	NEW	Like New
Contax I, Sonnar f2	$	$158.00
Contax II, Sonnar f2	298.00	268.00
Contax III, Sonnar f2	346.00	292.00
Contax [illegible], Sonnar f1.5	445.00	368.00
28 mm Tessar f8	145.00	108.00
35 mm Biogon f2.8 W.A.	288.00	232.00
42 mm Biotar f2, W.A.	152.00	128.00
50 mm Sonnar f2	114.00	82.00
50 mm Sonnar f1.5	235.00	187.00
85 mm Triotar f4	174.[illegible]	14[illegible].00
85 mm Sonnar f2	288.[illegible]	238.00
135 mm Sonnar f4	185.00	155.00
18 cm f2.8 Sonnar cpld.		355.00
Contameter		78.00

KINE EXAKTA CAMERAS & LENSES

	NEW	Like New
Kine Exakta Biotar f2 ctd.	$424.00	$374.00
Kine Exakta Tessar f2.8	321.00	278.00
4 cm Meyer f4.5 W.A.		148.00
8 cm Xenon f2 Tele coated		119.00
8.5 cm Zeiss Sonnar f2	208.00	
8.5 cm Zeiss Triotar f4		122.00
13.5 cm Zeiss Triotar f4	138.00	
15 cm TeleMegor f5.5	158.00	118.00
15 cm Dallon f5.6	132.00	108.00
18 cm TeleTessar f6.3	203.00	165.00
25 cm TeleMegor f5.5	188.00	154.00

REFLEX

	NEW	Like New
Argoflex latest f4.5 case	$ 69.63	
Argoflex II, f4.5 case	87.54	
Auto Rolleiflex, Tess. f3.5	364.00	$295.00
Auto Rolleiflex, Xenar f3.5	300.00	
Ciroflex, f3.5 Alphax	76.98	62.00
Ciroflex, f3.5 Rapax	99.71	
Contaflex, Sonnar f2, case		280.00
Contaflex, Sonnar f1.5 case	$	$340.00
Exakta B, Tessar f2.8		148.00
2¼x3¼ R.B. Graflex Ektar f4.5 coated	157.50	
Graflex D, f4.5		134.00
Ikoflex I, f3.5, case	165.00	138.00
Ikoflex III, Tessar f2.8		325.00
Kodak Reflex, f3.5, case	137.92	122.00
Korelle Reflex I, f2.9 case		109.00
Korelle Reflex II, Tessar F2.8		168.00
Praktiflex f3.5		128.00
Rolleicord IIA, f3.5 case	165.00	140.00
Rolleicord I, f4.5		118.00
Rolleiflex Standard		178.00
Frame Finder for Rollei	11.00	
Rolleikin 35 mm Adapter		55.00

ROLL FILM

	NEW	Like New
Medalist II Ektar f3.5 case	$277.50	
Medalist I Ektar f3.5		$184.00
Minox, latest f3.5	175.00	138.00
Plaubel Makina II, f2.9		148.00
Plaubel Makina IIS f2.9		288.00
Super Ikonta A Zeiss f3.5		145.00
Super Ikonta B Tessar f2.8		218.00
Meteor, 2¼x2¼, flash, case	27.30	
Super Ikonta BX		248.00

SPEED GRAPHIC

	NEW	Like New
2¼x3¼ Speed Graphic, f4.5, RF, Gun, Adapter, Holders, Acc.	$298.00	$218.00
3¼x4¼ Ann. Speed Graphic, f4.7, RF, Focuspot, Gun, Adapter, Holder, Acc.		268.00
4x5 Ann. Speed Graphic, f4.7, RF, Focuspot, Gun, Adapter, Holder, Acc.		288.00
5x7 Speed Graphic f4.5 Lens		178.00
Crown Graphic, 2¼x3¼, f4.5 Ektar, RF	226.65	
Pacemaker Graphic, 2¼x3¼, f4.5 Ektar, RF	262.7[illegible]	

PRESS CAMERAS

	NEW	Like New
2¼x3¼ Busch, f4.5, RF	$174.00	$138.00
4x5 Brand "17," f4.5	14[illegible].00	10[illegible].00
4x5 B J, f4.5, RF, Flash	2[illegible].00	[illegible]
9x12 cm Linhof Technika, f4.5, RF, Holders, Adapter, Case		2[illegible]8.00
5x7 Linhof box		128.[illegible]
4x5 Meridian Technika Tes f4.5 RF	278.00	
4x5 Press [illegible]	[illegible].50	
4x5 Printex, f4.5 lens	[illegible].00	118.00

VIEW CAMERAS

	NEW	Like New
5x7 [illegible]	$136.50	
4x5 Graphic View, f7.7, synchro Supermatic, case	207.72	$158.00
5x7 Grover View [illegible] lens	158.00	125.00
4x5 Korona View		3[illegible].00
4x5 Korona Commercial View	55.00	
5x7 Korona Commercial View	65.00	4[illegible].00
8x10 Korona Commercial View	7[illegible].00	52.00

MOVIE

8MM CAMERAS

	NEW	Like New
Bolex [illegible] f1.9	$339.05	$272.00
Bolex [illegible]	139.48	106.00
B & H Sportster f2.5	102.61	84.00
Briskin Magazine f2.5	99.50	72.50
Briskin Magazine f1.9	122.50	98.00
Keystone K-8, f2.5	64.50	48.00
Keystone K-8, f1.9	96.75	73.00
Revere 88, f2.5	77.50	62.00
Revere Magazine, f2.8	127.50	
Revere Turret, f2.8	110.00	94.00
Universal Cinemaster, f2.5	66.65	48.00

8 MM PROJECTORS

	NEW	Like New
Ampro 8	$159.00	$124.00
De Jur 8, 1000 watt	174.00	138.00
Keystone R-8, 500 watt	74.50	
Revere DeLuxe	120.00	96.00
Universal, 500 watt	67.00	53.00

16 MM CAMERAS

	NEW	Like New
B & H Mag. Turret, 1" f1.5, f2.7 WA, 3" f4 Tele	$593.00	$480.00
B & H Mag., f2.5	186.67	158.00
Bolex H16, 1" f1.5, 3" telephoto	415.00	354.00
Cine Kodak Special f1.9	586.67	485.00
Cinklox, f2.5 coated	76.15	59.50
DeVry, f2.5		79.00
Keystone A-7, f1.5	107.50	
Standard Mag., B L f3.5	84.50	
Victor 4 f1.5 lens	206.50	

16 MM PROJECTORS

	NEW	Like New
B & H Diplomat	$273.30	
Bolex, 8 & 16 mm	331.00	$274.00
Kodascope 16-10	115.00	
Kodascope 16-20	245.00	
Valette	247.00	192.00

16 MM SOUND PROJECTORS

	NEW	Like New
Ampro Premier 20	$540.00	$485.00
B & H Filmo	603.00	554.00
Kodascope FS-10-N	500.00	395.00
Movie-Mite	298.00	235.00
Natco	479.00	355.00
Victor Model 60	468.00	

LENSES

LENSES IN BARREL

	NEW	Like New
3" Tessar f4.5		$ 36.00
4¾" Angulon f6.8 W.A.		74.00
5" Ross f4 W.A.		42.00
6½" Dagor f6.8 foc. mt.		47.00
7" Ektar f2.5 foc. mt.		94.00
7¼" Zeiss Protar		48.00
19" Schneider Xenar f4.5	$365.00	278.00

LENSES IN SHUTTER

	NEW	Like New
2" Ektar f3.5 cpr.		$24.00
2" Xenar f2.8 cpr.		32.50
3¾" Optar f6.8 Graphex		57.50
4" Raptar f4.5 ctd. Rapax	$[illegible]6.30	
4¼" Schneider f4.5 cpr.		33.00
4¼" Zeiss Tess f4.5 cpr.		42.00
5¼" Skopar f4.5 cpr.		42.00
5¼" Tessar f4.5 cpr.		57.50
5¼" Dagor f6.8 cpr.		55.00
6" Zeiss Tess f3.5 cpr.		79.50
6" Dagor f6.8 cpd.		49.50
6" Ernostar f4.5 Chronos		43.00
6½" Heliar f4.5 ctd. cpr.		76.50
6½" Goerz f6.8 cpd.		38.00
7¼" Symar f6.8 Synchro Acme		89.50
7½" Wollensak f4.5 Betax		58.00
8" K.A. f7.7 Supermatic		48.00
8¼" Dagor f6.8 cpd.		128.00
9½" Xenar f3.5 cpd.	1[illegible]4.[illegible]	
10¾" Meyer dbl. Anast. cpd.		[illegible]7.00
10¾" Dagor f6.8 cpd.		[illegible]58.00
12" [illegible]mm. Ektar f6.3	[illegible].00	
1[illegible]" Symar f4.5 cpd.		[illegible]72.00

MISCELLANEOUS

	NEW	Like New
Instruction booklets for all cameras	$ 0.25	
Measure Rite Rangefinder	8.95	
Hugo Meyer Precision Rfdr.	12.50	$ 9.00
2¼x3¼ Cut Film Holders	4.00	2.85
3¼x4¼ Cut Film Holders	4.15	3.10
4x5 Cut Film Holders	4.35	3.45
Time-O-Lite Master	19.51	14.00
Franklin 8 & 16 mm Splicers Sound and Silent	5.65	
Heiland "S" flash synchronizer for all Press and View Cameras	38.00	29.00
Kodak [illegible] Kodachrome [illegible] for 2¼x3¼ cameras and enlargers	37.92	24.50
Movie screen 30x40 tripod	15.00	
Spring back for 6x9 and 9x12 film pack cameras	13.95	10.50
Fed. Flash Camera V.P.	8.95	
Beacon, v.p. camera, case	12.45	
Accessory Back for Medalist I & II	40.83	29.50
Splicemaster Electric	29.50	
Revere 8 & 16 mm Splicers	16.50	

ENLARGERS

	NEW	Like New
Elwood 5x7	$118.00	
Leitz focomat	168.00	$137.00
DeJur Versatile II, f4.5	99.00	87.00
Federal 312 w/lens	53.00	
Federal 250 w/lens	89.50	69.50
Federal 450 w/lens	112.50	
National Coldlight 4x5	139.50	98.00
Omega D2 4x5	178.90	138.00
Colar 5x7	84.59	

EXPOSURE METERS

	NEW	Like New
DeJur 6A, case	$18.50	
G.E. DW58, case	19.95	$13.75
Norwood Director complete	91.50	
Skan with case	14.95	9.85
Weston Master II, case	31.67	24.00

SLIDE PROJECTORS

	NEW	Like New
Ampro with case	$64.20	$48.50
Argus	27.75	21.50
Golde Numatic	54.66	39.00
Kodaslide Model I	21.10	18.00
Spencer MK 100 w/case	27.00	18.00
Spencer MK 300 w/case	86.00	55.00
SVE Model AK w/case	62.90	49.00
SVE Model AAA	80.00	48.50

TRIPODS

	NEW	Like New
Arsco Master	$34.50	$27.75
Chapin Model "C"	17.50	12.00
Quickset Jr.	23.35	18.00
Quickset Sr.	34.50	29.50
Quickset Hi-Boy	41.00	34.00
Swing-Tilt	24.50	
3 Section Chrome 48"	3.89	
4 Section Chrome 42"	4.89	
5 Section Chrome 48"	5.89	
7 Section Chrome 48"	7.49	

MORE CAMERAS WANTED—High Prices Paid

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

HERBERT'S Metaleasel FOR ENLARGING

Has post-war improvements . . . at a pre-war price $5.95

Here's an easel that has all the improvements I could think of . . . a marvel of efficiency and wonderfully easy to use. I've even given it my name—I think it's that good. Just look what it's got . . .

- *2 4-way adjustable arms for variable margins*
- *24 S T heavy aluminum base, 1/8" thick*
- *Spring steel marking bands*
- *White focusing surface*
- *1/4" to 1" margins*
- *Takes paper up to, including 11" x 14"*
- *Masking bands open 90 degrees on "piano" hinges*
- *Cadmium-plated brass control knobs*

Herbert's Metaleasel adds up to the best buy in a paper holder I've seen yet . . . for amateurs and professionals. Come in and see it today. Come in if you need *anything* in the photographic line or if you have any problems. I have every imaginable kind of new and personally tested equipment. Or write—I prepay postage on all mail orders.

HENRY HERBERT
Camera and Photo Supplies
485 Fifth Ave., New York 17, N. Y.

Thrills . . . Fun . . . Earn . . .

COLORING PHOTOS AT HOME

Fascinating occupation and hobby learned by average man or woman who is artistically inclined, in spare time at home. Easy-to-understand oil coloring method makes it possible to bring out life-like colors. Many earn while learning.

Easy to Learn . . . Our practical instruction shows you how to do beautiful work. No previous training is needed, nor is it necessary to do any drawing or sketching. Find out how those with natural talent can be trained to color their own photographs and those of their friends and, when experienced, seek work for studios, stores and others.

National Method Means Beautiful Work

Learn the "National Method" of coloring photographs and miniatures in oil. It brings out beautiful effects. Originated in a well-known Studio that for many years catered to the Gold Coast residents of Chicago. This type of instruction trains you in the late, modern method of coloring in vogue today.

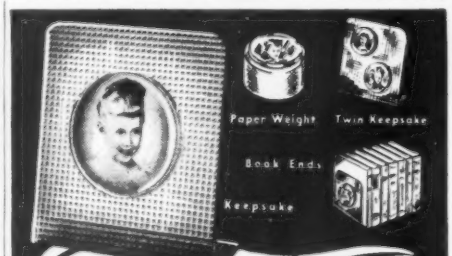
FREE Booklet

If you seek increased independence, greater happiness, and a worth-while hobby, and you feel you have artistic talent, write for this FREE booklet. Find out more about this fascinating work and the opportunities in a comparatively uncrowded field. Send today for free booklet, "A Fascinating Hobby" and full particulars. Sent postage prepaid, without obligation.

NATIONAL PHOTO COLORING SCHOOL
Dept. 2266
1315 S. Michigan Ave., Chicago 5, Ill.

NATIONAL PHOTO COLORING SCHOOL
1315 S. Michigan Ave., Dept. 2266, Chicago 5, Ill.
Please send me, without obligation, your FREE Booklet, "A Fascinating Hobby" and full particulars. No salesman will call.

Name .....
Address .....
City ..... Zone ..... State .....



Your favorite photograph . . . a beautiful

Keepsake

Let us seal your loved ones' photographs . . . your favorite memento . . . into an exquisite, crystal-clear Keepsake lens. Guaranteed to last a lifetime. Photos are slightly magnified . . . giving attractive three-dimensional effect. Mounted on richly colored frame of unbreakable, prismatic plexiglas.

For Photos, Baby's Bracelet or Ring, Locket, Medal, Pressed Flowers, Lock of Hair, Heirloom Lace, etc.

Keepsake, $2.50 • Twin Keepsake, $3.50
Book Ends, $5.00 • Paper Weight, $2.50

At your dealer — or write us direct if he cannot supply you.

PLASTIGRAPH CORP.
475 Fifth Avenue, New York 17, N. Y.

not to detract from your center of interest, however.

Take an assistant along *only* if it doesn't bother your little model. The assistant, if you have one, has nothing to do in this type of photography except to hold your model's attention in the direction you like best for proper lighting and pleasing views of your subject's facial features. If your model has any imagination (most children do), you won't even need an assistant. Merely have your model look toward various fixtures of the landscape and try to assume an expression, or pose, as directed by you, towards that fixture. It is fun for the model, if carried out properly, and it will make your picture have that all-essential air of naturalness. This worked beautifully on

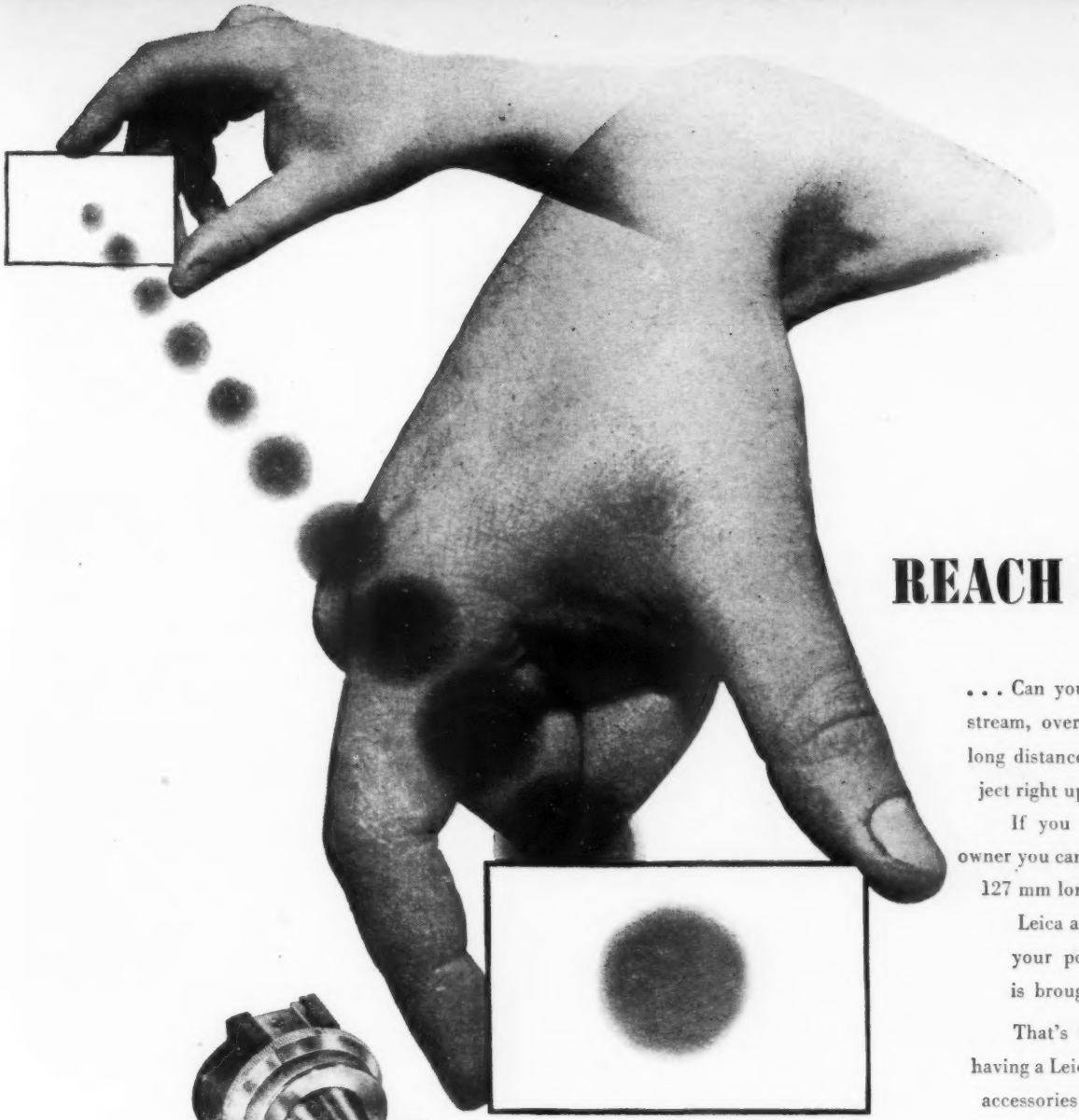
Author-photographer Lord worked with Eastman Plus-X film, and carried a medium yellow (2X) filter on his camera.

Carole and no assistant was needed. All children cannot, or will not react this way to direction, but many will—thanks be.

Briefly, again, this is it: A familiar camera, well handled, fast film, meter readings, fairly level shooting angle, morning or afternoon lighting (avoid that noon sun except for Kodachrome), one simple prop, *blue sky background* (don't forget that yellow filter—I use mine for a dust cover, it is on so constantly), and a cooperative little model who is having fun at the same time you are. Carole did! Result: the pictures you see here.—▶

Popular Photography — Norman J. Devine

DETROIT PUBLIC LIBRARY



REACH OUT

. . . Can you reach out across a stream, over a fence, through a long distance and bring the subject right up to you for close-up?

If you are a Leica* camera owner you can. You put a 90mm or 127 mm long focus lens on your Leica and, without changing your position, your subject is brought up close to you.

That's the big advantage of having a Leica. There are so many accessories available for it, each of which enables you to make "different" pictures. There's the Universal View Finder, the Model VIII Flash Unit, the Sliding Focusing Copying Attachment, the Polarizing Filter, and many other accessories. Each is made with the same high precision and workmanship you expect of Leica products. Visit your Leica dealer. Let him show you the various Leica accessories and the picture-making possibilities they open to you.

Write for free booklet P.P.-6

Interchangeable 127 mm f/4.5 Leica long focus lens. Helical focusing mount couples with the Leica built-in range finder • Image-erecting, left and right correcting Universal View Finder for Leica and other 35 mm cameras. Shows exact picture obtainable with lenses from 35 mm to 135 mm focus.

Leica cameras are available in limited quantities—more are coming. Make your reservation for a Leica camera with your authorized Leica dealer.

E. LEITZ, Inc., 304 Hudson Street, New York 13

Leica*

REG. U.S. PAT. OFF.

*Exclusive trade mark of E. Leitz, Inc., New York, N. Y., Reg. U. S. Pat. Off.

Become an

EXPERT PHOTOGRAPHER

AT THIS

FINEST OF SCHOOLS

Many graduates, here and abroad, are making enviable reputations, and can testify to the thoroughness and care with which they received their training at the PROGRESSIVE SCHOOL OF PHOTOGRAPHY.

Staffed by experts, headed by William Gerdes, M. Photog., of international fame — Located on the Yale Campus — Equipped with all modern equipment — Classroom work, lectures and individual instruction.

Separate courses offered in Portrait, Commercial, Direct Color Photography and Camera Repair. Coeducational. Dormitory for men. Veteran and Non-Veteran enrollments now available.

We welcome qualified professional photographers and graduates of other schools to our advanced color courses.

Write for Catalog PT 701

PROGRESSIVE SCHOOL OF PHOTOGRAPHY
217 Park Street, New Haven 11, Conn.

NOW! WASHING TIME ONLY 5 MINUTES
WITH HYP·A·MIN
NO RUNNING WATER

Why soak in water for an hour or more when a short dunk in HYP-A-MIN solution can *whisk away hypo in minutes?*

HYP-A-MIN IS SPEEDY!
While ordinary washing takes a full hour, washing time with HYP-A-MIN takes only 5 minutes.

HYP-A-MIN IS SAFE!
Contains no toxic acids; will not stain, injure the skin or your prints. No sludge, residue, unpleasant after effects.

$1 FOR 48 TABLETS

HYP-A-MIN IS CONVENIENT!
Individually sealed in colored cellophane to prevent light deterioration. All you do is tear one tablet off its cellophane sheet, dissolve it in 16 oz. of water, and presto! . . . enough solution to treat six 8 x 10 prints or the equivalent. A complete package makes sufficient solution for treating 700 5 x 7 prints.

HYP-A-MIN IS INEXPENSIVE!
48 tablets cost you only $1.00. Remember it takes only one tablet to make a 16 oz. solution.

ORDER NOW . . . ROBELY LABORATORIES, INC.
475 Fifth Ave., New York 17, N.Y.

The Land of Many Faces

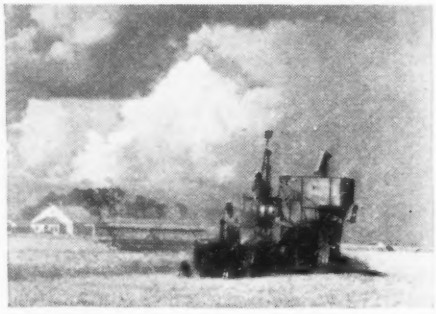
(*Continued from page* 81)

it will be in a state still less than 40 years old—statehood day was November 16, 1907. But with that same odd contrast, it's an ancient country, too.

Photographers can prove it by visiting

Oklahoma is a land where cattle roam, so should you see a couple of "dogies" on the hoof, be sure to get their pictures.

the old missions of nearby Texas and New Mexico, many of them built before, or at the time the pilgrims landed. These mission pictures have hung in hundreds of salons. And don't hesitate to shoot at them while it's raining, for Southwest light will fool you. Rain clouds can be



Farm machinery, framed against rolling fields, a clouded sky, and a farmhouse, will make an album picture worth having.

high. So use your meter, shoot, and be surprised at the texture of the old stone.

If you're coming by air or traveling light, leave the tripod at home. You'll find a fast shutter speed of more value if the wind is blowing. There are good airports, direct airlines; good cross-country highways; and good train schedules. Take your time or take it fast. But stop long enough to say "Howdy," and take a picture.—

PSA CONVENTION CONTEST

In the spirit of true western hospitality, the Oklahoma Camera Club of Oklahoma City has announced that it will award $100 in prize money to the three best pictures made during the Photographic Society of America's convention to be held in that city October 8 to 11. There will be no entry fee, no limitation on subject matter, and unsuccessful prints will even be shipped back to their makers by pre-paid parcel post.

First prize for the competition will be $50, second prize $30, and third prize $20. No entry form will be required, but prints must be submitted on 16x20 mounts. Color transparencies and slides

Announcing new addition to superb Wirgin line of unmatched lenses and cameras

THE NEW Wirgin CAMERA

equipped with the famous Wollensak Coated Velostigmat 4.5 75mm lens and Wollensak shutter—4 speeds plus time and bulb a great value at only $32.50 plus tax

beautifully finished in smart black and chrome!

Shoot your picture right from genuine cowhide sportsman Eveready case. **$5.50**

Over 1,000,000 Wirgin Cameras used by satisfied photo fans!

This is a fine Wirgin camera — superior in design, construction and performance to cameras costing considerably more!

Easy to use. Handy to carry. Takes large, beautiful pictures in most popular 2¼ x 2¼ size. Under any light conditions — indoors or outdoors — you get amazing clear, needle-sharp pictures...perfectly and accurately composed in the practical built-in optical view-finder!

Yes! You get all these unmatched features and the Wollensak shutter has cable release socket, and flash synchronizer attaches easily. See — buy — the ruggedly constructed, streamlined design Wirgin camera now! Now available in limited quantities.

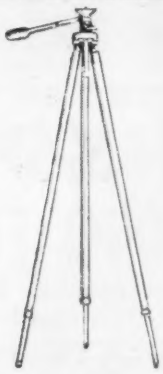
FREE!

Colorful brocure describing Wirgin Cameras, lenses, and photo equipment — interesting and profitable reading for every camera owner and photo fan. There's absolutely no charge or obligation. Write today!

Wirgin TELOR for 8mm or 16mm Cameras $24.50 plus tax
Superb telephoto lens. Doubles size of objects. Same speed as your own camera lens. Easy to use.

Wirgin Cine-Amplon for 8mm or 16mm Cameras $33.00 plus tax
Remarkable wide-angle lens. Doubles field of view. Same speed as your own camera lens. Easy to use. Special model available for 16mm Cine Special, and E. K. magazine I. 9.!

Wirgin Projector Stand.....$18.00
Takes both 8mm and 16mm projectors. Extra sturdy — yet lightest in weight! Attractive, durable construction.



Wirgin Tripods 4-section from $5.75 plus tax
The world's most popular! All brass tubing *thrifty* and *versatile!* Other models too.

CAMERA SPECIALTY CO., INC.
50 WEST 29th STREET, NEW YORK, N. Y.

Something new, something different

THE GREAT NEW SERVICE GADGET BAG

Extreme comfort as a shoulder bag. Strap acts as a pad.

Shorten non-slip shoulder strap for hand carrying.

Remove interior sections and all space is available.

At last, the carefree style, the true versatility is here! Designers were given "the free hand" and the result is the SERVICE Gadget Bag . . . a case that is new, smart, and functional.

It holds everything — camera (still, movie or 2¼ x 3¼ Speed Graphic), filters, lens shade, film, exposure meter, with space to spare. De-luxe appearance . . . entire bag of luxurious cowhide, all hardware solid brass, new interior design to create versatility.

Truly a piece of fine luggage.

$19.95

SERVICE MANUFACTURING CO., INC.
CAMERA CASE DIVISION
120 EAST 16TH ST., NEW YORK 3, N. Y.

If dealer cannot supply you send us his name.

will not be eligible. Entries should be shipped to the Oklahoma Camera Club, Oklahoma Art Center, Municipal Auditorium, Oklahoma City 2, by the deadline date of December 1st, 1947.—

PSA Furthers Plans for '47 Convention

Plans for the 1947 Convention and exhibition of the Photographic Society of America are being developed along lines which will permit PSA members to include the American Southwest in their vacation plans and to visit Oklahoma City, Okla., for the October 8-11 period. Arrangements include camera field trips to oil fields, Indian dances and ceremonies, western barbecues, and publishing plants. Convention sessions are being scheduled to free favorable hours for photography.

Convention chairman M. W. Woodbury, of 538 Northwest 34th Street, Oklahoma City, and National Exhibition chairman C. T. Baker, have announced that the 1947 PSA Exhibition of Photography, October 8 through 31 in the Oklahoma Art Center, will present outstanding examples of modern, pictorial, color, nature, technical, journalism, and motion picture photography. Closing dates for all classifications will be September 15, except that entries in the Motion Picture Division will close September 5. Information is available from U. Joseph Brown, chairman, PSA Exhibition Committee, 900 Commerce Exchange Bldg., Oklahoma City 2, Oklahoma.

Fort Dearborn Camera Club, of Chicago, Ill., and Camera Guild of Cleveland, Ohio, are leading the Continental Print Contest of PSA as the result of high scoring in the April competition. Fort Dearborn, winning 75 points in April, now has a score of 292. California Camera Club of San Francisco, is second with 291, and Detroit Camera Club is third with 280. In fourth place, with 272 is the Boston, Mass., Camera Club.

In Group B Camera Guild of Cleveland leads with 264 points. Camera Club of the Engineering Society of Providence, R. I., is second with 255, Seven Hills Camera Club of Cincinnati, Ohio, is third with 238, and Sierra Camera Club, of Clarksburg, Calif., is fourth with 216.

Color slide circuits for camera clubs have been established by the PSA Color Division. Under this plan camera clubs comprise a circuit. Each club enters five slides, and the resulting set of 50 then is routed in turn to the participating clubs for study and criticism.

Three circuits currently are in operation. Among participating camera clubs are those of Toronto, Can.; Buffalo, N. Y.; Minneapolis, Minn.; Ogden and Salt Lake City, Utah; Keokuk, Iowa; Pittsburgh, Pa.; Green Bay, Wis.; Clarksburg, Calif.; Springfield, Mass.; Schenectady, N. Y.; Chicago and Quincy, Ill.; Cleveland and Columbus, Ohio; and Newton, N. J.

Clubs interested in forming color slide circuits may obtain information from W. K. Raxworthy, 2741 South 59th Street, Cicero 50, Ill.

BUILD YOUR OWN
HIGH-SPEED PHOTO FLASH
As described in Dec. 1946 issue Radio News (page 52)
COMPLETE with Diagram, Parts, and Flash Tube. SPECIAL $49.95
RADIO HAM SHACK, INC.
63 Dey St., New York 7, N. Y.

FOR YOUR SLIDE ALBUM
2 x 2 SLIDES (BLACK & WHITE)
FROM ANY SIZE NEGATIVES
CUSTOM QUALITY!
In Kodak Readymounts (MINIMUM OF 4) 25¢ EA.
Unmounted (MINIMUM OF 5) . . . . 20¢ EA.
MAIL YOUR NEGATIVES NOW!
Photoslides • 66 WEST 53rd ST. NEW YORK 19, N. Y.

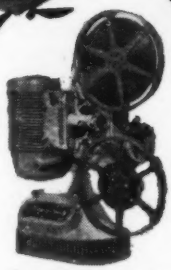
RELOAD ALL 35 MM CARTRIDGES
Save 50%
W. W. BOES CO.
1059 S. PATTERSON BLVD.
DAYTON • 2 • OHIO
WRITE FOR CIRCULAR

The GENERAL'S new, easy way to buy photo equipment.

You don't need ready cash to buy the fine foto-equipment you've always wanted. Buy all photo equipment on The GENERAL'S liberal "Pay-as-You-Shoot" Plan for as little as 10% down at cash prices. NO INTEREST . . . NO CARRYING CHARGES . . . NO FINANCE COMPANY! Order the equipment you've been wanting.

BUY NOW • PAY LATER

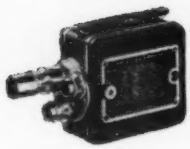
As little as 10% down. As little as 10% per month.



DE JUR "1000" 8 MM MOVIE PROJECTOR

The most complete projector made. Complete with lens, 750 watt projection lamp, cordomatic and carrying case. $174.00

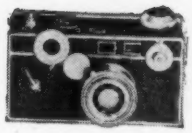
"PAY-AS-YOU-SHOOT" as little as **$17.40** DOWN



PERFEX MAGAZINE TURRET MOVIE CAMERA

The best 8mm movie camera buy in America. Complete with turret front and F/2.5 coated Wollensak lens. $89.50

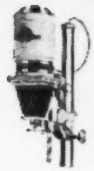
"PAY-AS-YOU-SHOOT" as little as **$8.95** DOWN



ARGUS C 3 OUTFIT

35 mm camera complete with built-in range finder, synchronized flash unit, carrying case and F/3.5 coated lens. $70.33

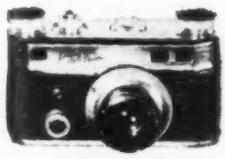
"PAY-AS-YOU-SHOOT" as little as **$7.03** DOWN



DE JUR VERSATILE II 3¼"x4¼" ENLARGER

Enlarges 3¼"x3¼" area. Complete with F/4.5 coated lens. $99.00

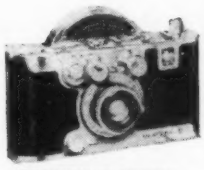
"PAY-AS-YOU-SHOOT" as little as **$9.90** DOWN



PERFEX DELUXE OUTFIT

Complete with Built-in range finder, synchronized flash unit, carrying case, F/2.8 coated lens and 10 rolls 36 exposure Eastman Kodak Film. $109.95

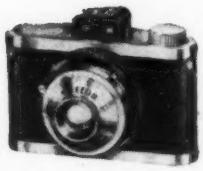
"PAY-AS-YOU-SHOOT" as little as **$10.99** DOWN



MERCURY II OUTFIT

Complete with synchronized flash unit, built-in exposure guide, F/2.7 Tricor lens, carrying case and 10 rolls 36 exposure Eastman or Ansco reloads. $94.90

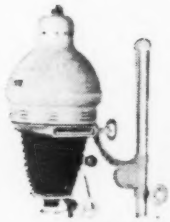
"PAY-AS-YOU-SHOOT" as little as **$9.49** DOWN



METEOR "620" CAMERA OUTFIT

Uses 620 film with 2¼" x 2¼" exposures. Complete with coated lens, synchronized flash unit, built-in exposure meter and carrying case. $27.30

"PAY-AS-YOU-SHOOT" as little as **$5.00** DOWN

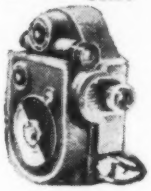


SOLAR 57 5"x7" ENLARGER

The enlarger you've been waiting for. Less lens $84.59.

"PAY-AS-YOU-SHOOT" as little as **$8.45** DOWN

ENLARGING LENS AVAILABLE



REVERE 88 — 8 MM MOVIE CAMERA

Complete with coated F/2.8 lens. $77.50

"PAY-AS-YOU-SHOOT" as little as **$7.75** DOWN

BUSCH PRESSMAN 2¼"x3¼" PRESS OUTFIT

Complete with F/4.5 Wollensak lens in Raoax Shutter and Kalart Rangefinder. $171.25

"PAY-AS-YOU-SHOOT" as little as **$17.12** DOWN

1. Select the equipment you want;
2. Total your order;
3. Determine and include with your down payment (not less than 10% or $5.00 whichever is greater), trade-ins accepted as down payments, too;
4. State on coupon the monthly payments you CAN MAKE;
5. Mail your order, down payment and short note telling us about yourself, your occupation and two references.

•

ALL THE FILM YOU WANT!

The General has film for movie cameras . . . still cameras . . . Minimum film order $2.00. No C.O.D's without deposit.

•

Buy Any Nationally Advertised Photo Equipment On The **"PAY-AS-YOU-SHOOT" PLAN**

Space limitations make it impossible to list all the photo equipment we stock. You can buy any nationally advertised new equipment listed anywhere in this publication on The GENERAL'S easy **"PAY-AS-YOU-SHOOT" Plan!**

ORDER NOW! USE THIS HANDY ORDER FORM

Check These Brand New Photo Items . . . All Available on The GENERAL'S "PAY-AS-YOU-SHOOT" PLAN

	Price	Down Payment	Monthly Payment
SLIDE PROJECTORS			
Ampro with case	$ 64.20	$ 6.42	$ 6.42
Bell & Howell Duo-Master and case	130.00	13.00	13.00
Bell & Howell Slide-Master and case	335.00	33.50	33.50
Argus	27.75	5.00	5.00
S.V.E. AAA with takeup	80.00	8.00	8.00
S.V.E. AK	62.90	6.29	6.29
EXPOSURE METERS			
Weston II and case	31.67	5.00	5.00
G.E. DW 58 and case	23.50	5.00	5.00
SOUND PROJECTORS			
Bell & Howell Model 179	579.00	57.96	57.96
Bell & Howell Model 179 with Cordomatic	603.50	60.35	60.35
Ampro Premier 20	540.00	54.00	54.00
Ampro Century 10	460.55	46.05	46.05
Natco and case	469.00	46.90	46.90
Movie Mite	298.15	29.81	29.81
ENLARGERS			
Omega D II 4" x 5" less lens	194.80	19.48	19.48
Lietz Focomat	168.00	16.80	16.80
Eastman Precision Model B	157.50	15.75	15.75
Eastman Precision Model A	116.67	11.66	11.66
Solar 20 with 3½" F/4.5 Coated Lens	83.65	8.36	8.36
PRESS CAMERAS			
Nu-Vue 4x5"	79.50	7.95	7.95
Brand 4x5"	87.50	8.75	8.75
B & J 5x7" View	62.15	6.21	6.21
B & J 8x10" View	74.35	7.43	7.43
Grover 5x7" View	81.45	8.14	8.14
Grover 8x10" View	102.25	10.22	10.22
LENSES			
38mm f/3.5 Wollensak 8mm Telephoto	55.85	5.58	5.58
35mm f/3.5 Surplus Wollensak 8mm Telephoto	39.50	5.00	5.00
1" f/1.9 Eastman Kodak in Type C Mount	81.67	8.16	8.16
1½" f/3.5 B&H Focusing Mount Telephoto for Sportster or Turret B.	49.60	5.00	5.00
Magni-Far Telephoto for Argus C3 Perfex Mercury	49.95	5.00	5.00
DeMornay Budd Reflex Viewer for Leica	55.00	5.50	5.50
DeMornay Budd Reflex Viewer for Contax	55.00	5.50	5.50

NOTICE

If you reside or are stationed outside the continental limits of the United States, please send for our special plan.

The General CAMERA COMPANY

2312 W. DEVON AVE. CHICAGO 45, ILL.

The GENERAL CAMERA CO. Dept. P947
2308 W. Devon Ave., Chicago 45, Ill.

Rush the equipment on the attached order. If not completely satisfied, I may return all or part of the order within 10 days for refund. I am enclosing my letter and $..... as down payment. I agree to pay $..... per month until merchandise is paid for. (Check either or both)

☐ Rush "Pay-as-You-Shoot" Plan application

☐ I am over 21 ☐ I am under 21

Name .....

Address .....

City..... Zone..... State.....

DETROIT PUBLIC LIBRARY

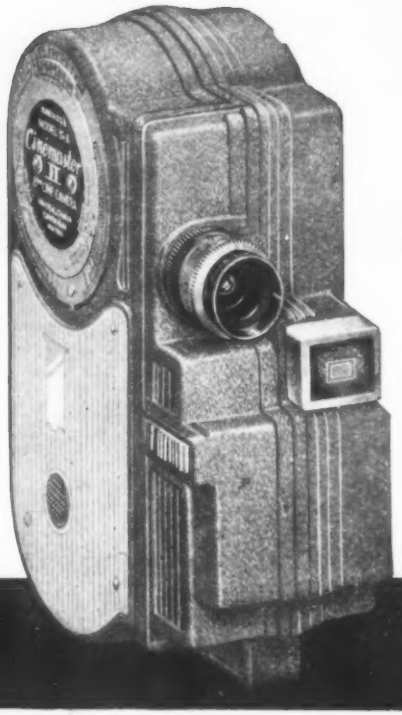
YOU

CAN TAKE HOME MOVIES

LIKE THIS

PREVENT

RESULTS LIKE THESE



IT'S EASY WITH

UNIVERSAL

Cinémaster II

the only 8mm. camera with built-in combination exposure meter and optical view-finder

Here's real foolproof simplicity. This professional feature helps you get perfectly exposed pictures with ease, all the time—saves film, saves treasured scenes you cannot duplicate. It's exclusive with Cinémaster II. Compare cameras at your dealer's . . . see why Cinémaster II is your best buy.

Manufacturers of Cinémaster and Mercury Cameras and Photographic Equipment

UNIVERSAL CAMERA CORPORATION

NEW YORK CHICAGO HOLLYWOOD

SHAKESPEARE by Amateurs

By JOHN ALDEN

Photographs by Willow Films

The Three Witches (with yeast paste make-up) prophesy Macbeth's fate. They are, from left: Ann Thompson, Irene Elster, Thomas A. Blair, who also directed.

FEW NON-COMMERCIAL movie groups have turned out such a difficult or such a successful production as the "Macbeth" that was planned, researched, costumed, acted, lighted, filmed, and edited by a group of never-say-die amateurs in the north shore suburbs of Chicago. Orson Welles-ish David Bradley of Winnetka, Illinois, spark-plug and guiding genius of the extensive undertaking, started actual production of the 1606 William Shakespeare tragedy the day he was discharged from the army in April, 1946, but had planned it, done the research, and written the script while still a technical sergeant in Uncle Sam's forces.

At the same time, Charlton Huston of Wilmette (who was in the air corps in the Aleutians) was designing the costumes. Lengthy letters between Bradley and Huston, and Bradley and his other co-workers brought the plans to a head.

Bradley rounded up some GI friends, and on a comparative shoestring fund of $5,000—his own and his friends' war-time savings—they bought 6,000 feet of 16 mm black-and-white film, and began the almost superhuman task of rounding up actors, gathering and making props, finding suitable locales, making costumes, and surmounting the thousand and one obstacles that beset film makers, whether professional or amateur.

Costumes were made by Mrs. Katherine Bradley, David's mother, with the help of actors' crews. Properties such as daggers, swords, and pieces of armor were con-

(*Continued on page* 106)

Macbeth and Banquo, on their return from battle, sight the three weird sisters on the horizon. The sequence was made in a Racine, Wis., stone quarry.

Lady Macbeth (Jain Wilimovsky) persuades Macbeth (David Bradley) to kill King Duncan, who is their house guest. Bradley also master-minded the show.

Daggers (which Macbeth used to kill Duncan) are returned to Duncan's chamber by Lady Macbeth. (Crayon and catsup were used to simulate blood stains.)

Conscience troubles Lady Macbeth in the famous sleep-walking scene. The 3,000-foot 16 mm sound film was made by an unpaid cast of 100 at a cost of $5,000.

Macduff's army leaders advance on Birnam Wood followed by their forces carrying tree branches to depict the famous Birnam Wood-coming-to-Dunsinane scene.

LITTLE STORIES in THREE SCENES

Photographs and text by
JAY A. SMITH

Take your movies out of the ordinary by adding little three-view pepper-uppers

ALL movie fans hear the cry constantly dinned into their ears, "Make your movies interesting! Make them appeal to your audiences!" And very timely this cry is, too. All too many movies are just one scene after another: not particularly interesting, no particular appeal except to the maker.

Interest and appeal are not so fleeting nor so difficult. Continuity adds much value to movies; and continuity can be arranged by preparation of a script of some sort, however sketchy. Editing the movies contributes a lot to interest and appeal, and editing can be done any time, or as frequently as needed to perfect a movie.

One effective way of adding interest to any movie is to add, here and there, little stories that tell of some interesting sidelight or point of minor interest. These little stories may be planned, either before or after the movie is completed, or may be as spontaneous as a summer shower, to be taken on the spur of the moment.

The scenes represented need consist of just three scenes. Three basic scenes! No more, no less! Just three, that's enough to tell any of many, many little interesting stories.

These little stories are nothing more than interesting paragraphs of the whole movie. They can be spliced into the movie wherever interest lags, wherever they contribute to the movie as a whole, or wherever an extra touch is needed to give your movies that finished powerful punch.

Subjects for stories in three scenes are endless; their number depends solely on your own originality. Little stories may be found and photographed at every turn, if you have the eyes to see them.

Now what are some basic themes adaptable to stories in three scenes? Here are a few; others will appear if you look for them, or will appear anyway.

Well, first, you can take the same subject from three different points of view, or with three different interpretations. The interesting view of the chapel becomes a *story* of the chapel if you take a long shot to show the environs, a closeup emphasizing the tower outlined with beautiful clouds, then a medium or long shot showing the chapel framed with graceful trees (see accompanying illustrations). Or the view of the river becomes a *story* of the river if you show the wife and child walking leisurely along the bank, then show as the second scene a quiet view with no apparent movement except the ripples of the water and the majestic wanderings of the clouds. The third scene of the river might be another view of the clouds reflected in the water. Any landscape will mean more to your audience if you show three views, perhaps a long shot, then a medium shot of the most interesting part of the landscape, then a view emphasizing the clouds or the sky or a silhouette against the sky.

If you make a story in three scenes of landscape or architecture, remember that a person or a human figure always adds interest; this figure should be placed (*Continued on page* 134)

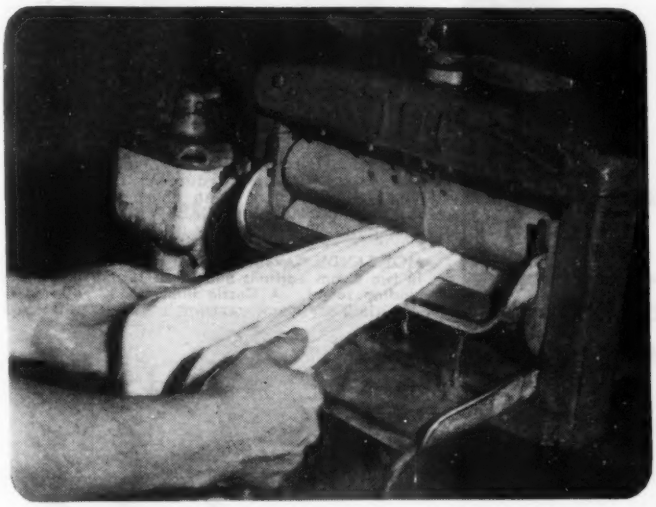
Audience interest in your movies will zoom as you augment their story-telling impact. Here is the story of a dousing—the child of three plays with the hose and wonders what the hole is for.

Washing diapers—rinse 'em up and down at least ten times. Three scenes such as these can be used as a running gag. Show them three times in a film—they'll get progressively funnier.

A picnic easily can be the feature of any movie of the family or of fall activities. Here Daddy helps daughter prepare a wiener for roasting. (He'd better wait for that blaze to burn down!)

Simultaneously, Daddy prepares to water the lawn and, quite innocently, gives the faucet a quick twist. Your audience now anticipates the worst, and they wait expectantly for the climax.

Climax turns out interestingly and happily. Daughter doesn't get squirted in the face, but she does find out what the hole is for, and has a grand time getting wet while playing with the hose.



Wringing diapers calls for a closeup. The effectiveness of the running gag technique usually is enhanced if the action is speeded up each successive time that the gag series is projected.

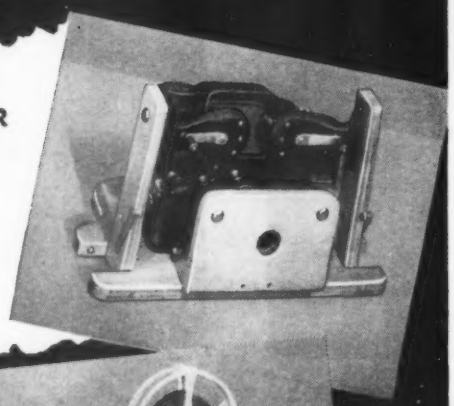
Hanging 'em out to dry. For a zany effect, do an about-face on the speeding up of the running gag—tilt the camera a bit and run each successive series more slowly. It'll convulse all fathers.

And here she is roasting the wiener all by herself. (The fact that the wiener has sand on one end, ashes on the other, is raw in spots, burned in others, won't detract from its tastiness.)

Yep, it does taste good. Note the expression of mingled ecstasy and ketchup. Such little three-scene sequences will pep up your movies and keep your guests from suggesting a game of cards.

Introducing FRANKLIN'S

New & Spectacular PRESIDENT DUAL-EDITOR



INTERCHANGEABLE OPTICAL MECHANISM FOR 8 OR 16MM FILM.

COLLAPSIBLE MAGIC BOARD ELIMINATES STORING PROBLEM!

MOST COMPACT UNIT EVER DESIGNED!

AN EXCLUSIVE FRANKLIN FIRST!

WITH THESE ADDED Features:

* Special Optical Converter Attachment changes your 16mm Editor into an 8 . . . or your 8 into a 16mm Editor.
* Special Cooling System, Framing and Notching Device!
* Modern Streamlined Design. Constructed of Aluminum Casting. Highly Polished Surface Mirror, Glass Prism.

Available in Two Models

16mm Model Complete including Franklin editor; 1 pair of rewinds and President Splicer. At your dealer..... $88.88

8mm model same as above. At your dealer $85.85

Optical mechanism for 16mm..... $32.40

Optical mechanism for 8mm..... $29.40

Franklin PHOTOGRAPHIC INDUSTRIES, INC.

223 WEST ERIE STREET • CHICAGO 10, ILLINOIS

NEW HOME MOVIES

MYRA HESS. 1 reel, 10 minutes, 16 mm sound. British Information Services, New York office, 30 Rockefeller Plaza, New York 20, N. Y.; Chicago office, 360 North Michigan Avenue, Chicago 1, Ill.

Since Dame Myra Hess first appeared on the concert platform in London, 1907, with Sir Thomas Beecham, she has become one of the great British pianists. She acquired new fame as the originator of the popular wartime Lunch-Hour Concerts, held in the National Gallery in London. American audiences recently have enjoyed her first post-war concert tour in this country. In this film, Myra Hess plays the first movement of Beethoven's Sonata in F Minor—the Appassionata Sonata.

* * *

SOUTH OF THE BORDER SONGS. 16 mm sound. Available at photographic dealers. A Castle film.

This movie is Castle's Music Album's new 1947 collection, offering "Pan-Americonga,"

featuring Rita Rio with Allen Baldwin and Theodore. A second number on the reel is "Say Si Si" with Ellen Conner and Herbie Kay's Band. The finale is "Mi Linda Amor" featuring The Velascos and Lucile Angel.

* * *

HOT SANDS. Available from photographic dealers in two 8 mm editions and three 16 mm editions including sound. A Castle film.

This Terrytoon cartoon is based on the Ali

Baba fable in which two honeymooning pups get mixed up in an encounter with the forty thieves in the big treasure cave. While they are rolling in riches, the Ali Baba bandits literally go to the dogs—with mayhem in their hearts—but a brave camel routs them in time.

* * *

INTRODUCTION TO FRACTIONS. 16 mm sound, color. Joseph W. Burke, Audio Visual Consultant, 1133 N. Highland Ave., Hollywood 38, Calif.

This film was designed specifically to meet the requirements of the fifth grade teacher in the modern curriculum. It was produced by Johnson-Hunt Studios with the advice and assistance of teachers, supervisors, and curriculum specialists. It is the first of a series in elementary mathematics. By means of animation of models and examples, taken from the everyday experience of the child, it maintains a high degree of pupil interest, following a single concept of fractional meaning. It is believed that this film and subsequent films of the series will enrich the mathematics curriculum of elementary schools.

* * *

CONEY ISLAND. 1 reel, black-and-white, silent, 16 mm. Rental $2; sale $21. Square Deal Pictures Corporation. Pines Bridge Road, Ossining, New York, N. Y.

Excellent visualization of the famous resort is shown in this movie. The film opens with scenes of the beach and crowds as the pier is approached by boat. During the

GET THIS HOME MOVIE FEATURE

"FISHY STORY"

Ben takes timid girl friend fishing, falls in stream, loses pants, chases girl down river. Laugh packed comedy.

100 ft. 16mm K., Sound	$17.50
100 ft. 16mm K., Silent	15.00
100 ft. 16mm B&W, Sound	7.50
100 ft. 16mm B&W, Silent	3.00
50 ft. 8mm K., Silent	5.50
50 ft. 8mm B&W, Silent	1.75

Other Features

Comedian Ben in "Biscuit Ben" — "Wallpaper Woe" — "The Pickpocket" — "Beanery Blues". Also Walt Disney Cartoons, Walter Lantz cartoons.

See at Your Photo Dealer or Order Direct. Catalog and Prices on Request. Write to:—

HOLLYWOOD FILM ENTERPRISES, Inc.

6060 Sunset Blvd., Dept. 101, Hollywood 28, Calif.

Cut HOME MOVIE Costs

16mm. Reversible Outdoor Film 100-ft. Roll $2.50

8mm. Reversible Outdoor Film 25-ft. Double 8..... $1.25

Same day processing included

Free Movie Catalog sent on request.

BETTER FILMS Dept. PP

742 New Lots Av., Brooklyn, N. Y., CL 7-1822

START A CAREER IN MOTION PICTURES

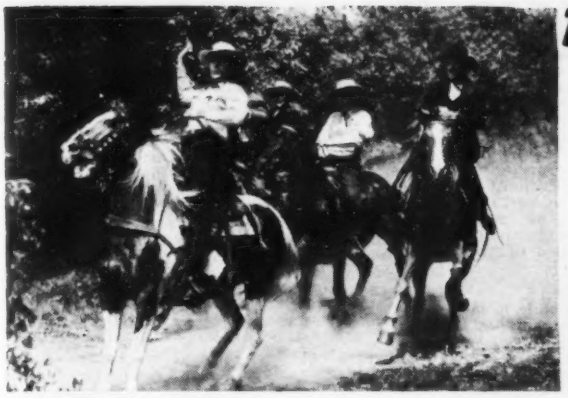
Professional Instruction At Home

Learn Hollywood, Free Lance, Industrial and Educational film technique at home. Personal supervision. Enthusiastically endorsed by successful students. For a well paid career or paying hobby, write for Free Catalog.

MOTION PICTURE INSTITUTE of the U. S. A., Inc.

124-126 S. Woodward, Birmingham 3, Mich.

APPROVED FOR VETERANS UNDER G.I. BILL



STAMPEDE! Cowpuncher's dispute over water-hole builds trouble and suspense! Flaming prairie drives a thousand cattle mad with fear as guns blaze in spectacular ending!

TEXAS TRAIL TREACHERY! Outlaws raid ranches! Posse of cowhands convoying mail coach warned of treachery on trail! Trap escaped by daring exploit! Mail gets through.

CODE OF THE WEST! False evidence convicts deputy sheriff of mysterious killing! Suspense mounts as real criminals face disclosure! Six-shooters blaze and an innocent man is cleared!

COWBOY JUSTICE! Lawless gang plots to rob young rancher! Clever switch of poisoned drink unmasks villains! Wild gun battle on horseback ends in cowboy justice for rancher!

ROOTIN'!..TOOTIN'!..SHOOTIN'!

Westerns

IN FOUR NEW CASTLE FILMS

NOW **all 8 mm and 16 mm projector owners can enjoy super thrillers of the lawless, colorful old west in action.**

Fast moving dramas of hard-riding cowpunchers and daring desperados.

All Castle Films are available at your local photographic dealers in these five editions:

8 mm (50 Ft.) $1.75—Complete $5.50
16 mm (100 Ft.) $2.75—Complete $8.75
Sound $17.50

CASTLE FILMS

DIVISION OF UNITED WORLD FILMS INC.

30 ROCKEFELLER PLAZA NEW YORK 20 | **FIELD BLDG. CHICAGO 3** | **RUSS BUILDING SAN FRANCISCO 4**

FREE *to projector owners. New 1947 Deluxe Castle Films' catalog.* ***SEND COUPON NOW!***

PLEASE SEND ME **CASTLE FILMS' NEW, EXCITING 1947 HOME MOVIE CATALOGUE!**

Profusely illustrated; describing Castle Films' wide variety of quality, professionally produced cartoons, sports, travel, world news, adventure, western, and novelty home movies.

*Name*_____

*Street*_____

*City*_____ *Zone*_____ *State*_____

I have a_____ 8mm____ 16mm____ Sound____
(name of projector) P-9

disembarking, the crowds, the life guards, boardwalks, and many of the amusement devices are evident. You are reminded that New York City spent millions of dollars to give its people this place for recreation. It also shows persons spoiling the beach for others by making nuisances of themselves, littering the beach, and breaking bottles.

* * *

STAGECOACH. 10 reels, 16 mm sound. Commonwealth Pictures Corporation, 729 Seventh Avenue, New York 19, N. Y.

John Ford's "Stagecoach" unfolds a story of pioneer courage—of the heritage that has

descended to young Americans from men who fought and hewed a nation out of a wilderness. Two women and seven men portray the strange group of passengers thrown together in a solitary stagecoach as it careens and rocks behind six galloping horses across a vast panorama of primitive splendor. Every mile brings the coach and its odd assortment of passengers closer to a waiting band of Apaches, led by Geronimo, fiercest of them all. This frontier drama takes place in the 1880's when Indians still roamed the sagebrush.

* * *

PICTURE PAPER. 2 reels, 20 minutes, 16 mm sound. British Information Services, New York office, 30 Rockefeller Plaza, New York 20, N. Y.; Chicago office, 360 North Michigan Avenue, Chicago 1, Ill.

This is the story of the production of one of England's great picture magazines. The film shows the full-time activity of a reporter on the staff. He meets with the editor, photographers, and other journalists to discuss the material being prepared for the next issue. They plan new angles for new features and as a result of the editorial conference the reporter goes to cover a story on town planning. For a few days he lives in a certain town, talking to the people, finding out what their plans are. He and his photographers collect facts and pictures and build up a feature story. The assignment is not finished until all the stories are laid out and ready to go to press. On the news stands, the completed magazine appeals to an enormous reading public because of the variety of its feature stories.

* * *

A SWISS WATCH. 16 mm sound. Available to interested groups free. Arthur Bauer Company, Inc., 48 West 48th Street, New York 19, N. Y.

With English commentary, these two films from Switzerland deal with watch manufacturing. "A Swiss Watch" deals with the manufacturing, assembling, timing, and adjusting of watches. The other film, "The Balance Wheel," deals with the balance wheel which is the heart of the watch, showing its function and use and how it governs the performance of the watch.

* * *

ATOMIC POWER. 19 minutes, 16 mm sound. Available from local film libraries. The March of Time, Forum edition, 369 Lexington Avenue, New York 17, N. Y.

When on August 6, 1945 the atomic bomb was dropped on Hiroshima, the world at large first became acutely aware of atomic power. However, research and development had begun back in 1905 when Einstein proved on paper that matter can be converted into energy. The film takes you to those early beginnings and unfolds for you the story of atomic power.

* * *

THE NEW FRANCE. 17 minutes, 16 mm sound. The March of Time, Forum edition, 369 Lexington Avenue, New York 17, N. Y.

Trading luxuries for necessities both at home and abroad, France, after the devastation and high cost of the war in Europe, emerges with a shaky political set-up—but with a definite plan for economic reconstruction. This five-year plan, put into operation with the help of United States capital, is a new lease on life for the French economy, but its success depends largely on the government administering it. This film helps us to understand the political problems of France, the necessity for a national planning council, and the indomitable spirit of the French people.

* * *

GIRL ON THE SPOT. 7 reels, 16 mm sound. United World Films, Inc., Rockefeller Center, New York 20, N. Y.

Eleven Gilbert and Sullivan tunes are heard in this murder mystery. The audience is let in on the secret, as the beautiful young singer is falsely suspected, while the real criminal remains undetected until nearly the end of the film. The film features Lois Collier and Jess Barker. Pinafore, Pirates of Penzance, Patience, and The Sorcerer are drawn on for music.

* * *

SCARLET STREET. 11 reels, 16 mm sound. United World Films, Inc., Rockefeller Center, New York 20, N. Y.

Edward G. Robinson, Joan Bennett, and Dan Duryea are starred in this film about

a man driven to the point of murder when he finds himself betrayed in all his dreams by a worthless woman and her worse-than-worthless companion.

* * *

TOMORROW'S MEXICO. 17 minutes, 16 mm sound. The March of Time, Forum edition, 369 Lexington Avenue, New York 17, N. Y.

Beginning with the revolution of 1910,

CHARLIE CHAPLIN AT HIS BEST
(1 Reel Each)
"In the Bank"
"The Paper Hanger"
"His Night Out"
"His New Job"

FAMOUS FEATURES
(5 Reels Each)
"THE AMERICANO"
with Doug Fairbanks, Sr.
"IN THE NAVY"
with Wallace Beery
(6 Reels Each)
"COVERED WAGON"
with Alan Hale
"DANCING MOTHERS"
with Clara Bow

COMEDIES
(2 Reels Each)
"MAMA"
with Carole Lombard
"FLUTTERING HEARTS"
with Charlie Chase
"TWO WAGONS—BOTH COVERED"
with Will Rogers
"THE PICKANINNY"
Our Gang
HAL ROACH COMEDIES
(1 Reel Each)
"START THE SHOW"
Beatrice La Plante
"GREEK MEETS GREEK"
Eddie Boland
"ROUGH SEAS"
Gaylord Lloyd
"TAXI FOR TWO"
Andy Clyde
FIGHT PICTURES
(1 Reel Each)
"LOUIS vs. BAER"
"LOUIS vs. SCHMELING"
"LOUIS vs. BRADDOCK"
"DEMPSEY AT HIS BEST"
Enclose your remittance with your order and save C.O.D. charges

EIGHT-SIXTEEN FILMS, INC.
630 NINTH AVE., NEW YORK 19, N. Y.

EIGHT-SIXTEEN FILMS, INC.
630 NINTH AVENUE, NEW YORK 19, N. Y.
Please send me your latest Sound and Silent Catalog Free.
Name .....
Address .....
City .....Zone.....State.....

In pursuit of happiness Revere adds to your pleasure

Revere "99" Turret Camera
F 2.8 Bausch & Lomb coated lens, $110.

Revere "70" Magazine Camera
Easy loading camera, newest of cine Eights, with F 2.8 Bausch & Lomb Animar coated lens, $127.50.

All Prices Include Federal Tax

Revere "88" Camera
F 2.5 Wollensak coated lens, $77.50.

Revere "85" Projector
1-in. F 1.6 coated lens, 500 watt, $120.

Summertime and all its carefree happiness . . . why let it fade into just a memory? With Revere movie equipment, it's so easy to keep every precious moment of your vacation radiantly "alive" through the years. Fun to do and economical, as well. True-to-life scenes on brilliant 8mm color film cost little more than snapshots! See Revere Eight cameras and projectors, including the new Magazine camera, now at leading dealers.

REVERE CAMERA COMPANY, CHICAGO 16

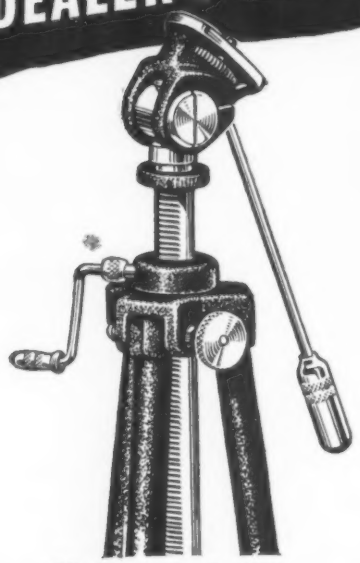
World's Largest Exclusive Manufacturer of 8mm Movie Equipment

LISTEN TO REVERE'S RADIO SHOW FEATURING
JAN AUGUST EVERY SATURDAY, 5:45 MUTUAL NETWORK

Revere
EIGHT

see the NEW QUICK-SET ELEVATOR TRIPOD

AT YOUR DEALER'S NOW!



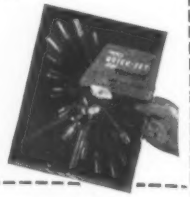
In all 3 models...

JUNIOR • SENIOR • HI-BOY

Drop in—try the sensational new ELEVATOR today. See how smoothly the fold-away crank allows you to raise and lower the camera *without* readjusting the legs. Notice its strength, lightness and rigidity. You'll agree—there's nothing else like it *at any price.*

also available...the famous QUICK-SET "STANDARDS"

For the man who does not need the added flexibility of the ELEVATOR, the Standard Quick-Set Tripods still offer the finest in portable camera support. In JUNIOR, SENIOR and HI-BOY models.



For FREE Illustrated Brochure Write Today

QUICK-SET, INC.
1308 N. Elston Ave., Dept. 38, Chicago 22, Ill.
Please send me without obligation a copy of your detailed brochure on QUICK-SET Tripods.
Name
Address
City State
I use the following cameras
Please print Name, etc., clearly

this film takes you through the throes of Mexico's 36-year social upheaval. In the rapid succession of presidents, none succeeded in helping Mexico's people much until Cardenas took office in 1934. His reform program was a step in the right direction, but although it fostered a new sense of pride and independence, it did little to improve the lot of the poverty-stricken peon. The film shows that as a result of its war production record Mexico is now in the midst of industrial expansion. However, even more important than the economic boom is the Mexicans' determination to throw off the bonds of ignorance and raise the standard of living.

* * *

BECAUSE OF HIM. 9 reels, 16 mm sound. United World Films, Inc., Rockefeller Center, New York 20, N. Y.

A stage-struck waitress cuts many corners to get her chance in a play, where her

acting talents and golden voice justify her stratagems. Deanna Durbin, Charles Laughton, and Helen Broderick are the stars. Never was Durbin's voice heard to better advantage than in "Lovers," "Danny Boy," and Tosti's "Goodbye."

* * *

THE LAST THREE. 5 reels, 44 minutes, 16 mm sound. Post Pictures Corporation, 723 Seventh Avenue, New York 19, N. Y.

This comedy is about the three dictators, Hitler, Mussolini, and Suki Yaki, who go to

a certain tropical country to negotiate a treaty. The Americans also go there and the plot that follows is amusing and entertaining.

* * *

ATOMIC ENERGY. 16 mm sound. Encyclopaedia Britannica Films, Inc., 20 North Wacker Drive, Chicago 6, Illinois.

This film shows by vivid animation the basic fundamentals of atomic energy. It illustrates how hydrogen atoms can, through nuclear synthesis, change to helium with a resultant loss of radiant energy, the source of the sun's energy on earth. It discusses radioactivity and combustion on the atomic level, and shows how neutrons can bombard the uranium nucleus, split it and effect the chain reaction of nuclear fission. The film begins and closes with the Bikini atomic bomb test. Collaborators: Wiliard F. Libby, Ph.D., University of Chicago, and other atomic scientists.

* * *

SQUARE DANCE MEDLEY. 1 reel, 12 minutes, 16 mm sound. Price $25. Official Films, 25 West 45th Street, New York 19, N. Y.

This movie was reviewed in the June, 1947, issue of POPULAR PHOTOGRAPHY, on page 128 where the price was incorrectly listed as $12. The correct price is $25.

* * *

JIU JITSU. 16 mm silent, 100 ft., $3 each; 8 mm 50 ft., $2 each; 360 ft., 16 mm, $10. Also available in projection strip form. M. Stone, Box 171, Canal St. Sta., New York 13, N. Y.

Filmed at the New York Academy of Jiu Jitsu, Henry Rist, holder of the Black Belt, and instructor Gilbert Fenney demonstrate a defense against each of four common attacks; by a puncher, a mugger, a clubber, and a knifer. Through close-ups, and repeated at normal speed and in slow

MOVIE 8 mm 16 FILM

READY FOR YOUR CAMERA—PROCESSING INCLUDED

Standard fresh stock on standard daylight loading spools. Weston 24 and 64 fully panchromatic. Give you pictures of theatre-like quality. Scientifically processed free!

	25 ft. 8-8	50 ft. 16mm	100 ft. 16mm
WESTON 8 OUTDOORS OR TITLES	$1.49	$1.75	$2.89
WESTON 12 OUTDOORS	1.69	1.95	3.19
WESTON 24 INDOOR 16	1.95	2.89	5.19
WESTON 64 INDOOR 40	2.25	3.09	5.49

FOR REVERE Single 8 mm Per Reel..... $1.49

FOR UNIVEX Single 8 mm Per Reel..... $1.25

MONEY BACK GUARANTEE
Steady reorders from satisfied customers from coast to coast prove the quality of Superior Film. Full tone scale-fresh stock plus money-back guarantee. Send trial order today for test. Catalog of movie accessories and equipment FREE. Mail orders promptly filled. Write today!

SUPERIOR BULK FILM CO.
105 S. Wells Street
Dept. A69, Chicago 6, Ill.

The Favorite
With Discriminating Movie Makers Since 1937

FREE! 24 HOUR AUTOMATIC MACHINE PROCESSING SERVICE NOW!

Full non-halo coated! Not the usual blue-base film. Fresh • Fine-grained • For crisp—brilliant pictures use SOLAR.

We Invite Comparison

with any other film, money refunded if you're not completely satisfied.

FOR LOW COST OUTDOOR MOVIES USE SOLAR TYPE 12 (Weston 12)

Dbl. 8mm	$1.59
16mm 50 ft.	1.90
16mm 100 ft.	3.30

FOR FINEST RESULTS INDOORS OR OUT WE RECOMMEND SOLAR TYPE 24 (Weston 24-16)

Dbl. 8mm	$1.89
16mm 50 ft.	2.90
16mm 100 ft.	4.95

RUSH YOUR ORDER NOW!

Get acquainted with the finest film you have ever used. Send the full amount and save the shipping charges or send $1.00 for C.O.D. deposit.

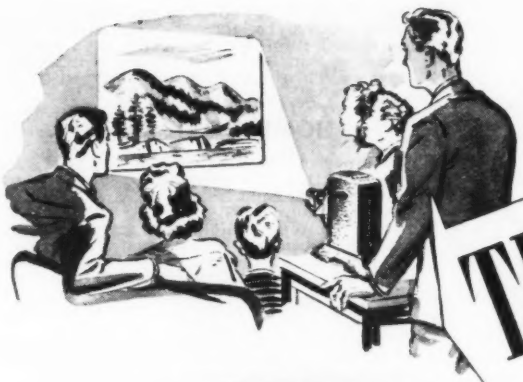
SOLAR CINE PRODUCTS, INC.
4247 SOUTH KEDZIE • CHICAGO 32, ILL.

REELS AND CANS
IMMEDIATE SHIPMENT

Reels	8mm 200 ft. (Hard Alum.)	3 in a Box	$1.00
		6 in a Box	1.90
Reels	8mm 400 ft. (Full Hard Steel)	3 in a Box	1.50
	16mm 400 ft. (Full Hard Steel)	6 in a Box	2.90
Cans	8mm 200 ft. (Lith. Steel)	3 in a Box	.60
		6 in a Box	1.10
Cans	8mm 400 ft. (Lith. Steel)	3 in a Box	1.00
	16mm 400 ft. (Lith. Steel)	6 in a Box	1.90

Remit with Order—Save C.O.D. Charges

J & J SALES CO.
P. O. BOX 1180 CHICAGO 90, ILL.



Thrilling Brilliance

Extra Sharpness

in your pictures with this New Ampro Projector for 2″ x 2″ slides

Amproslide
Model "30-A"

You will be thrilled and delighted with the brilliant clarity of your pictures when you show your slides on this remarkable new Ampro Model "30-A" Projector. Black and whites are crisper, more "contrasty" with *everything* in the picture brought out. Colors are rich, authentic, more sharply defined. One reason for this increased brilliance is the *improved Ampro Condenser Design* that delivers maximum illumination from 300 watt lamp.

Self-Centering Slide Carrier

Another basic Ampro feature that assures you more effective slide projection is this improved self-centering slide carrier. Positions each slide accurately on optical axis. Assures maintenance of hair-line focus, perfect alignment of slides on screen and interchange of Ready-mount and glass slides without refocusing.

Many Other Important Advantages

The new Ampro Slide Projectors offer a host of new features including: "Hair-Line Focus" Lens, with instant fingertip positive focusing; Coated Lens for maximum efficiency; Convenient, quick action tilting;—Condenser Unit easily removable for cleaning—with automatic realignment of optical elements when replaced. Handsome "lift-off" case with projector mounted on base. For full details, specifications and prices—*fill out and mail coupon today!*

Also—New Ampro Model "30-D" Dual Purpose Projector—for Filmstrips and 2″ x 2″ Slides—

Maximum brilliance of illumination for both filmstrips and slides, split-second changeover, simplified threading and operation . . . really *two* projectors in *one.*

AMPRO

8mm Silent • 16mm Silent
16mm Sound-on-Film • Slide Projectors
16mm Arc Projectors

A General Precision Equipment Corporation Subsidiary

AMPRO CORPORATION, 2835 N. Western Ave., Chicago 18, Ill. PP947

Please send me full details on the new Ampro Model "30-A" Slide Projector.
I am also interested in:

☐ Ampro Dual Purpose Model "30-D" Slide Projector
☐ 16mm. Amprosound Projector ☐ Ampro 8mm. Silent Projector

Name _____

Address _____

City _____ *State* _____

DETROIT PUBLIC LIBRARY

MOVIE-MITE

16mm Sound Projector

Ideal for Movies in
HOMES—SCHOOLS
CHURCHES—BUSINESS

Shows perfect pictures 6 feet wide in totally darkened room. Ample illumination for audiences of 80-100 people. Reel capacity, 2,000 feet. Universal A.C. or D.C., 105-120 volt operation.

Extremely light weight; compact. Entire outfit including small tabletop screen in a single, convenient case. *Meets a widespread need.* Write today for your copy of folder giving complete specifications.

See your Photographic Dealer for demonstration.

"KEEP YOUR EYES AND EARS ON MOVIE-MITE"

MOVIE-MITE CORPORATION

1945 1105 EAST 15th ST. KANSAS CITY 6, MISSOURI

CinKlox

16 MM MODEL 3-S

THE MOVIE CAMERA ANYONE CAN OPERATE . . . ANYONE CAN AFFORD!

TO FILM YOUR FAMILY'S HISTORY IN ACTION!

You, too, can afford to take movies of eventful moments in the lives of your friends and loved ones with the easy-to-operate CinKlox. Here is the low-cost, quality movie camera that gives the ultimate in enjoyment today, and for years to come. Has Wollensak Cine Velostigmat Coated f 2.5 Lens, direct view finder and other features found only in expensive movie cameras. A Wollensak f 1.9 Lens and a 3-inch telephoto lens are available. Also handsome leather carrying case.

$76.15 with f 2.5 lens IMMEDIATE DELIVERY AT YOUR PHOTOGRAPHIC DEALER

Fed. Tax Incl.

IF YOUR DEALER IS NOT SUPPLIED, WRITE TO

CINKLOX CAMERA CO., 1113 York Street, Cincinnati 14, Ohio

FOTOFOLIO

THE MODERN WAY OF MOUNTING PHOTOGRAPHS PROPERLY

See Your Dealer

AREL INC. 4916 Shaw St. Louis 10, Mo.

Lowest Exchange Rates----Where Can You Beat It?
On All Standard Films—Castle, Etc.

	Allowance	Exchange Rate
8mm Complete.....	$ 4.50	$1.00
16mm Complete—silent..	7.75	1.00
16mm Complete—sound..	13.50	4.00
16mm 100 ft.—sound...	6.50	1.00

OR—You May Swap at No Charge—(Join Our Swap Club)

IRIS MOVIE LIBRARY
P. O. BOX 539 BROCKTON 65, MASS.

Special Used 100 Ft. S.O.F. Subjects.....$3.50

CINE DUPLICATES

8mm enlarged to 16, 16mm reduced to 8
8mm, 16mm & 16mm sound duplicates
Made in B&W or color on latest electronic controlled printers
Distinctive titling and editing
WRITE FOR FREE LITERATURE
National Cine Lab., Box 4425, Washington 17, D.C.

motion, the film shows participants making throws move by move. The titles of the individual films in the series are: How to Throw a Puncher, How to Throw a Mugger, How to Throw a Clubber, How to Throw a Knifer.

HOME MOVIE NOTES

Winner of the film contest recently sponsored by the New Institute, school of cinematic arts, is Lida Moser, of New York City, it was announced by Donald Winclair, Director. A term scholarship in Camera and Lighting, taught by Broder J. Petersen, veteran motion picture cameraman, was offered for the best experimental film. Miss Moser's prize-winning entry was a two-reel documentary, in color, on the work of the Greenwich House Child Care Center. The New Institute, 29 Flatbush Ave., Brooklyn, N. Y. offers courses in all phases of motion picture technique.

* * *

Dan J. Rohyans has been appointed director of adult and home education for Encyclopaedia Britannica Films, it is announced by H. R. Lissack, vice-president in charge of sales of the educational motion picture producing company. Lissack also announced a nation-wide soundfilm rental program aimed to provide an additional means of using and evaluating EBF classroom sound motion pictures and to assure better utilization results with professionally created classroom films. Five new film preview libraries in strategically-placed cities will handle the new program.

* * *

The March of Time announces a new 16 mm division. It will begin releasing in 16 mm, regular theatrical releases of special value—the first two of which are: "The American Cop" and "The Problem Drinkers." Although these films will have a certain educational value, they are not to be confused with the regular Forum Edition films, which are March of Time releases edited for general educational use. The "Specials" will be selected on the basis of appeal and usefulness of the film to a specific group, *e.g.*, "The American Cop" as a vocational and community guidance film, or "Problem Drinkers" as a presentation of methods for combating excessive drinking. For further information write to The March of Time Forum Edition, 369 Lexington Avenue, New York 17, N. Y.

* * *

Post Pictures Corporation of 723 Seventh Ave., New York 19, N. Y., offers $50 for the recovery of a print of "Captain Fury," which was stolen by burglars who broke into the premises of Samson's Picture Service, 35 Portland Street, Providence, Rhode Island.

* * *

Miss Aline Neal, grade teacher in the Duling Public School, Jackson, Mississippi, adjudged the nation's outstanding school teacher for 1947 in a country-wide contest conducted by the *Quiz Kids* Radio Program, was the recipient of a new DeVry 16 mm sound projector.

* * *

Young America Slidefilm Library, 18 East 41st Street, New York 17, N. Y., announces the release of the following slidefilms:

"Needs and Purposes of the Charter," 40 frames, for junior-senior high school, $2.50, a series of pictures explaining that without the United Nations the world may find itself embroiled in World War III. Stressing that isolationism is no longer possible, the slidefilm shows that the benefits can only be obtained through worldwide cooperation.

"The Charters Organization," 38 frames, junior-senior high school, $2.50, a series of charts describing the organization of the United Nations and the separate functions of the General Assembly, Security Council, Economic and Social Council, Trusteeship Council, International Court of Justice, and the Secretariat.

* * *

How films and other audio-visual techniques can aid in today's business training programs was stressed at a conference on training and education and industry held recently in New York City under the sponsorship of the New York chapter of the Society for the Advancement of Management and the evening and extension division of the City College School of Business, New York City.

* * *

The long-recognized need for "big theater" presentation of industrial and advertising films has been met in San Francisco with the opening of the new Vogue Business theater at Sacramento and Presidio Avenue. Irving M. Lecin, district manager of San Francisco Theatres, Inc., announced completion of the installation of interchangeable 16 mm and 35 mm film and sound equipment for screening of all types of non-theatrical motion pictures during weekday hours.

Right! DA-LITE...

Just compare these *1937* and *1947* prices on popular sizes of Da-Lite's widely-used Challenger and Model B Projection Screens!

MODEL & SIZE	1937 LIST PRICE	1947 LIST PRICE	CHANGE
Challenger..30x40	$20.00	$15.75	DOWN 21%
Model B....30x40	10.00	10.00	NONE
Challenger..37x50	30.00 (39x52)	22.00	DOWN 26%
Model B....37x50	12.50 (36x48)	14.00	UP 12%
Challenger..45x60	45.00	30.00	DOWN 33⅓%
Model B....45x60	22.50	20.00	DOWN 11%

Quadrupled demand. Streamlined manufacturing and assembly. Post-war tooling and new production machines. Tripled plant area. Simplified design. 38 years experience in screen research and manufacturing. These are the reasons Da-Lite, *the leader since 1909*, can bring you completely new, vastly improved screens at 1937 prices and less. For price *and* performance, ask your dealer for Da-Lite—America's Finest Projection Screen. Sizes and models for every need.

Da-Lite Research sets the pace . . . as with the internationally-famous New Challenger, offering exclusive features that make it the greatest improvement in screens in nearly four decades. It's PERFECT for PROJECTION!

- **FULLY PROTECTED SCREEN FABRIC** with New, Extra-Strong Octagon Case.
- **MODERN DESIGN** for Compact Storage and Easy Handling.
- **LIGHTNESS PLUS STRENGTH** Assured by New, Gable-Roof Leg Design and Octagon Case.
- **SMOOTH, SIMPLE OPERATION** Automatic Height Adjustment—No External Locking Devices—Sets Up in Less Than 10 Seconds, Down in 5.
- **SMART APPEARANCE** All Metal Parts Richly-Plated or in Finest "Wrinkle Finish."
- **PICTURES "COME TO LIFE!"** On Premium-Quality Crystal Beads, Permanently Fixed to Pyroxylin Base.
- **GROOVED ROLLERS** Take up Screen Smoothly, Evenly To Protect Its Perfect Surface.
- **NEW, POLISHED TRIPOD FEET** Break-proof, Loss-proof, Can't Mar the Finest Floors.
- Plus many other features that make the Challenger America's Favorite Portable Screen for Movies . . . Slides . . . Film Strips!

DA-LITE SCREEN CO., INC. DA-LITE **CHICAGO 39, ILLINOIS**
Dept. PP9

REG. U.S. PAT. OFF.

"World's Largest-Selling Screen for 38 Years"

MOVIE 8 mm 16 FILM

Camera Spools—8 or 16mm—60c ea.

SAVE MONEY—USE BULK FILM

Fresh ortho and pan 8mm and 16mm film for use in all types of cameras. TREMENDOUS SAVINGS when you load your own spools or magazines and process yourself. We tell you how! It's easy. Many report perfect results first time. ATTENTION VET'S! Load your foreign made magazines with Superior Film.

		100 ft. 8-8mm	100 ft. Sgl. 8	100 ft. 16mm
WESTON OUTDOORS TITLES	8	$1.95	$1.15	$1.45
WESTON OUTDOORS	12	$2.45	$1.50	$1.75
WESTON INDOOR 16	24	$4.15	$2.15	$3.85
WESTON INDOOR 40	64	$4.50	$2.60	$4.15

Camera Spools (Empty) 8 or 16mm. Ea. 60c

PREPARED REVERSAL CHEMICALS

Complete set—nothing to add but water.
1 Gallon Set.....$2.55 ½ Gallon Set.....$1.55

LABORATORY SERVICES

Superior offers a complete film processing laboratory service, for schools, industrials, professional and amateur operators. Competently manned by experienced operators with modern equipment. Processing may be had in reversal or negative-positive method on both domestic or foreign films. Reversal Processing
100 ft. 16mm...$1.00 25 ft. 8/8mm .....$ .55
50 ft. 16mm... .60 30 ft. Sgle 8mm... .50
Negative processing same prices. Postage extra.

SUPERIOR UNIVERSAL TITLER

Build your own titler—8 or 16mm—and enjoy the extra entertainment value of your reels that titles give them. Simple easy-to-follow instructions. Lens included in kit gives sharp focus on 5x4 inch title. Complete unit can be built from readily available materials in one evening. Lens alone is worth the price we ask for the complete outfit. Sent postpaid for $1.00

MONEY BACK GUARANTEE

Buy from Superior with positive guarantee of satisfaction or your money back. Write for new catalog on home processing equipment, including comprehensive listing of 8 and 16mm stock titles in black and white or color. Make Superior your headquarters for all movie needs. Send for catalog today!

SUPERIOR BULK FILM CO.
105 So. Wells St.
Dept. A99, Chicago 6, Ill.

G. E. & RADIANT Projection Lamps at Sharply Reduced Prices

300 w. T10 2 for $3.50 Regular Price $5.80	500 w. T10 2 for $5.75 Regular Price $7.60
750 w. T12 2 for $5.95 Regular Price $8.80	1000 w. T12 2 for $8.95 Regular Price $12.80

8 mm and 16 mm Silent & Sound Rental Library. Send for FREE List.

NATIONAL CINEMA SERVICE
71 DEY STREET NEW YORK 7, N. Y.

FREE! STERLING FILMS
ADVANCE ILLUSTRATED CATALOG
of their newest 8 and 16 mm. productions
Write Dept. A
STERLING FILMS, Inc.
1186 BROADWAY NEW YORK 1, N.Y.

Shakespeare by Amateurs

(*Continued from page* 95)

structed of leather, wood, and *papier mache*. The witches' cauldron was a battered copper maple syrup kettle borrowed from an antique shop. Settings were chosen for appropriateness and included an abandoned stone quarry near Racine, Wis., as the witches' scene locale; Holy Hill church outside Milwaukee, Wis., as Macbeth's castle seen from a distance; the

Spearheads are shaped out of wood by Rodney Maynard in basement workshop of the Bradley home. Props and costumes are of the ingenious home-made variety.

parish house of Christ Church in Winnetka, Ill., for some inside scenes; and Christ Church yard for the graveyard scene.

Treks of 100 miles were not unusual for the Macbeth cast of 100; for the larger scenes these jaunts took on the appearance of a caravan of gypsies—since actors put on makeup and costumes *en route*. Food for hungry actors had to be taken along, as well as lights, reflectors, tripods,

Crepe hair is formed into a beard on David Bradley (Macbeth's) face by make-up man-director Thomas A. Blair. At left Jain Wilimovsky studies her lines.

costumes, props, two 16 mm cameras, and a noisy gasoline generator.

Getting actors was a headache for producer Bradley, who took the part of Macbeth at the last minute when a member of his cast dropped the part. "Many other actors also quit when they discovered that it was work and not all fun," Bradley said.

Finally, after three months of organizing, prop searching, and shooting, the film was completed. Bradley did his own editing and cutting—expertly reducing the

PB California MOVIE KITS

FILTERS USED WITH TYPE A COLOR FILM
INDOORS — OUTDOORS

OWNERS OF REVERE TURRET — Order Kit No. 8

This PB Movie Kit was specially designed to add brilliance and clarity for Movies taken with your camera.

Nos. of our other Precision Designed Movie Kits:
Kit No. 1—For 8mm Revere, Keystone, Cinemaster, Cineperfex, B&H f3.5
Kit No. 2—For Kodak Mod. 20, 25 (f2.7/3.5)
Kit No. 3—For Kodak 60 (fl. 9)
Kit No. 4—For Kodak 90 (Mag. fl. 9)
Kit No. 5—For B&H Filmo (f2.5 T.H.)
Kit No. 6—For 16mm Kodak (Mag. fl. 9)
Kit No. 7—For 8mm Bolex L8
Kit No. 8—For 8mm Revere Turret f2.8 Bausch & Lomb Lens

Kit includes: lens shade & filter holder, haze filter, type A conversion filter, and pouch.
Additional filters (all colors) for B&W film (25mm) .. $1.15

$4.95

Specify Kit when ordering from your dealer or
PONDER & BEST, INC.
1230 S. GRAND AVENUE
LOS ANGELES 15, CALIF.

8 MM — Hollywood TITLES — 16 MM

HOME MOVIES

Studio Designed

TITLES
EFFECTS
ANIMATION
BACKGROUNDS
EDITORIAL SERVICE

WRITE FOR FREE PRICE FOLDER ORDER BLANK AND SAMPLE CLIPS
FAST SERVICE
BLACK & WHITE—COLOR

Hollywood Title Studio
707 N. GOWER ST., HOLLYWOOD, CAL.

BRILLIANT NEW SLIDES NOW AVAILABLE

150 beautiful 2 x 2 bird slides reproduced in full color fidelity from the National Audubon Society's collection of Allan Brooks famous portraits. Each set accompanied by descriptive pamphlet. Remarkably priced at $5.00 per set of twenty. $35.00 for complete series. Write today for complete information.

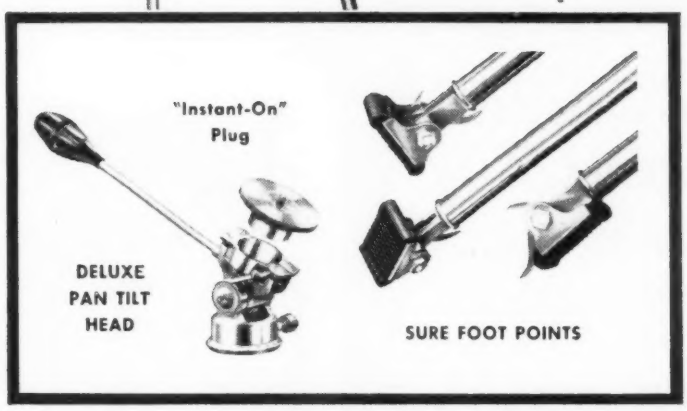
YOUNG AMERICA FILMS, INC. 18 E. 41st St., N. Y. 17

CRAIG THALHAMMER B/L TRIPOD PRICES DRASTICALLY REDUCED

Now only $24.50 with head (tax included)

Here's big news for photographers. The Craig Thalhammer B/L Tripod is now being sold at a new low price of just $24.50 complete with head, tax included—*a saving of more than 37% from the previous purchase price!* This is the same precision-made tripod whose exceptional quality is recognized by photographers the world over.

All the famous Thalhammer features are yours — rigidized two-section legs of hardwood and chromium plated steel — exclusive Sure Foot points which pivot from spur to rubber tread and provide a steady grip on any surface. De luxe Pan Tilt Head calibrated in degrees of rotation—and patented "Instant-On" plug to assure fast, safe mounting and dismounting of your camera.



The new low priced Craig Thalhammer B/L Tripod is today's best tripod value — compare and you'll be convinced. See your photo dealer now. You won't want to miss this opportunity of a lifetime!

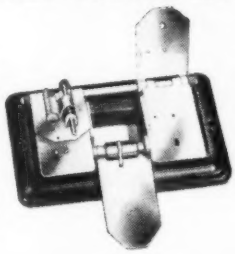
THE SAME HIGH QUALITY —

THE SAME FAMOUS FEATURES!

HERE ARE YOUR BEST BUYS IN SPLICERS TOO!

CRAIG SENIOR SPLICER

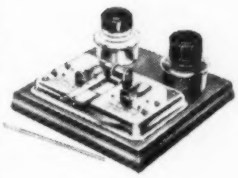
You'll like the ease and efficiency with which the Craig Senior Splicer splices 8-mm and 16-mm film. There's no need to wet the film—just insert, trim, dry scrape with the built-in scraper, apply film cement and splice! Handsome chrome plated splicer, solid one-piece cast base with black satin finish. **Only $15.00**



CRAIG JUNIOR SPLICER

Here's complete splicing efficiency in a lower priced model. The Craig Junior Splicer is light, compact and accurate in every detail, adaptable for either 8-mm or 16-mm film.

Complete with scraper, water container and Craig Safety Film Cement mounted on a hardwood base. **Only $4.50**



CRAIG MANUFACTURING CO.
1823 So. Hope Street **Los Angeles 15, Calif.**

CRAIG

AMAZING NEW LOW PRICE

DA-BRITE
16 mm Beginner's
MOVIE PROJECTOR

$13.95
LIST PRICE

- Patented Shutter
- 2" Focusing Lens
- Constant Speed Motor With Oil-less Bearings—AC only
- Simple to Operate

This dependable little projector takes up to 400 foot reels of 16 mm film. A 120 watt lamp gives excellent projection quality. The patented shutter gives the clear steady projection of higher priced projectors. Center wing nut adjustment raises or lowers image on screen. Lamp housing and motor housing are fluted for cooling. Easy threading sprockets. Handy motor switch. Convenient carrying handle. Brown crackle finish. It's the projector sensation of the year!

Da-Brite Projector Carrying Case

Sturdy construction. Attractively covered with durable, heavy embossed leatherette. New Low List Price.....$2.95

Economy Screen with Stand

Glistening white surface gives excellent sharpness to pictures. Size 36" x 36". Complete with easily adjustable metal stand which can also be used as a photo-flood stand. Handy storage and carrying tube. New Low List Price.....$4.95

SEE YOUR DEALER

The MOSTOW Co.
540 N. LaSalle St., Chicago 10, Ill.

HCE

FADETTE
PATENT NO. 2193333

MAKES HOME MOVIES PROFESSIONAL
$8.60
includes tax

Includes six different masks

With the HCE FADETTE, fitting most movie cameras, titles may be presented, and scenes faded in and out in an infinite variety of effects.

At your Favorite Camera Shop

HCE

1380 BUSH STREET
SAN FRANCISCO, 9
CALIFORNIA

the photoflash batteries used by professionals

for unfailing performance insist on Bright Star

original 6,000 feet to about 3,000. The sound was dubbed in under the direction of Herman Hadley of Colburn Laboratories in Chicago.

Bradley's ciné techniques are arresting in many ways. Settings are satisfyingly oppressive, costuming is good, some of the acting is mediocre, much of it is good. Particularly effective in establishing the tone of horror are the leprous weird sis-

Acting cameraman Grosvenor Glenn checks a rehearsal of the love scene in Act I by Bradley and Miss Wilimovsky. Setting is a Winnetka, Ill., churchyard.

ters as they brew murder into their cauldron. The film can be forgiven if Birnam Wood doesn't come to Dunsinane in too convincing a manner—Bradley got the cooperation of 35 boys from Allendale School at Lake Villa and the entire drama class of Loyola University—but that gave him precious few actors to play the parts of the 10,000 soldiers which the King of England gave Macduff to storm Macbeth's castle.

However, Louther A. Horne, reviewing the production in the *New York Times*, said, ". . . behind it is a story of artistic

Producer Bradley edits a sound sequence in his library which has been converted into a cutting room. At right is collection of books on film subjects.

determination that war could not stop. It's not Hollywood, of course, but performance and photography are on a high level, and the film is certain to rank as one of the finest produced by amateurs." Fifty prints of the film have been made for distribution to educational institutions throughout the country.

As a result of the enterprising work on Macbeth, Bradley's hobby has become a profession. He is now a director with a large 16 mm concern in New York City which has branch offices throughout the United States.—

I get clear, brilliant negatives with my

DeJUR *Lifetime*

Dual Purpose Exposure Meter

JON ABBOT, foremost fashion-photographer, says: "My negatives are 'right on the button' every time with the new DeJUR Lifetime Dual Purpose Exposure Meter".

$32.50
TAX INCLUDED

THRILL TO BETTER PICTURES . . . indoors or outdoors, color or black and white . . . with the new DeJUR Lifetime Dual Purpose Exposure Meter. You just can't miss, so simple is its operation, so dependable its ability to give perfect exposures. Even the beginner is assured of finest results with this lightweight, *sensitive*, ruggedly-constructed meter. See it at all reliable camera stores.

IT'S 4 WAYS BETTER FOR BETTER PICTURES. 1. It takes accurate incident light readings. 2. It takes accurate reflected light readings. 3. It affords higher scale readings at lower light levels. 4. It's automatic . . . for speedy one hand operation. ***AND IT'S GUARANTEED FOR A LIFETIME OF ACCURATE SERVICE.***

DeJUR-AMSCO CORPORATION...LONG ISLAND CITY...NEW YORK

DeJUR *Lifetime*

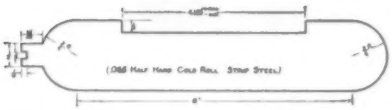
FOR ACCURATE INCIDENT OR REFLECTED LIGHT READINGS AND A LIFETIME OF FAITHFUL SERVICE.

MR. EQUIPMENT Manufacturer

YOU CAN CUT COSTS ON

No matter how limited your die stamping requirements are, you can now get duplicate die-cut parts from any kind of sheet metal or sheet alloy in small lots for the lowest possible price.

The following sketch briefly shows and describes a typical example of producing a limited number of die-cut parts for photographic equipment with our process.



The first 100 pieces shown were made complete including all tooling and delivered to one of our customers for only $15.20, and a fraction of this amount for each subsequent 100 duplicate parts.

All working tolerances are adhered to rigidly, assuring accurate and uniform duplication to comply with photographic requirements throughout each small lot.

Write today for complete information or send your blueprint or samples for prompt quotation by return mail.

DAYTON ROGERS
Manufacturing Co.
2835 12th Avenue South
Minneapolis 7, Minnesota

Daylight Plus Flash

(*Continued from page* 58)

sun, you say. Okay: ask yourself another. Which throws more light on the subject in front of your camera: the sun, or the flashbulb? You must be able to answer this one accurately if you want to get good flash pictures in daylight.

A simple test will prove to you the amazing fact that the flashbulb you are using, in the usual flash reflector, at the average picture-taking distance (6 to 10 feet) is from 2 to 10 times as bright as the illumination on your subject from average July sunlight. You see, the sun is so far away . . . that is why so many sunlight-flash pictures look as though they were taken at night—because by exposing for the powerful flashbulb the photographer is underexposing the daylight. In order to get a bright, sunny daytime effect with a flash outdoors, *both* the background and the foreground must be correctly exposed. Since the background is illuminated by sunlight and the foreground by flash, these two sources of light must be balanced. Usually, for obvious reasons, it is easier to cut down the amount of flash than it is to increase the amount of sunlight.

What we have to do is ignore the old rule about "expose for the shadows and develop for the highlights." We must follow instead the equally old but more practical rule: expose for the highlights, after illuminating the shadows so they have the right amount of detail. Expose for the sunlight as the main source and use the flash as a fill-in or secondary source.

Let's see how this works out. Indoors you took a picture at 8 feet with a Wabash Press 40 bulb; using medium fast pan film, your correct exposure at 1/200 may have been *f* 16. If you take the picture that way outdoors, the face will get just about the right flash exposure. (The amount of daylight present on the face will make up for the loss of flash illumination due to working in wide-open spaces instead of indoors where walls and ceiling reinforce the flash somewhat). But what about the background? Perhaps the amount of sunlight in the scene is such that the meter advises a diaphragm stop at 1/200, *f* 8. So, if you make your flash shot at 1/200, *f* 16, the background will be two stops underexposed; if you make it at 1/200, *f* 8, the flash-illuminated foreground will be two stops overexposed.

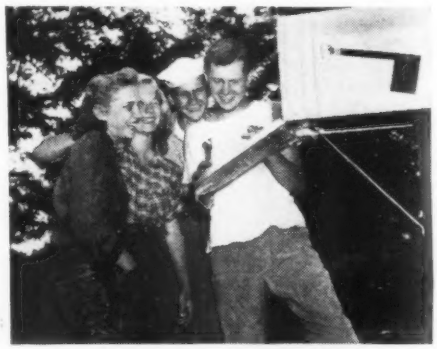
Since the sunlight in the scene is beyond your control, you must expose correctly for it. In this instance, you must set your camera for 1/200 at *f* 8 (or some comparable setting: 1/100 at *f* 11). Since this would cause the flash to overlight the foreground, giving you an unprintable negative, you must decrease the amount of flash illumination. This is easily done in one of three ways:

First, you can change to a smaller flashbulb (a Wabash #0 instead of a Press 40 flashbulb).

Second, you can move the flashbulb farther back (with or without any accompanying change of camera distance).

Third, you can cut down the output of the flash without changing bulb size or distance by covering it with a handkerchief, removing the reflector, or by aiming the flash off to one side.

The actual amount of flash illumination required to fill in the shadows and give you the effect you want can be calculated very accurately. Some writers on the subject have even gone so far as to provide algebraic formulas which, with the proper use of the accompanying tables of data, will enable you to compute the proper exposure to within a tiny fraction of an *f* stop. Unfortunately, sun and subject, like time and tide, wait for no man who accompanies his photography with slide-rule and logarithmic tables. And, fortunately, our photography doesn't have to be that precise. Even in color, which has far less latitude than black and white, you can quickly arrive at a correct flash-and-daylight exposure rating by a simple process which before long should become automatic and intuitive.



Happy-go-lucky youngsters at a summer resort are caught on film by fill-in flash, its controlled light revealing every detail.

First, as already pointed out, the exposure (unless you want special effects, which we will consider later) *must* be based on a correct evaluation, preferably a meter reading, of the general scene or (particularly in the case of strong backlighting) of the highlight areas.

Next, the shadows must get the amount of fill-in we want to give them. That fill-in can range from maximum fill-in (the amount required to balance absolutely with the highlights and give totally flat light) to no fill-in at all. Therein lies the art, the interpretation. Are you shooting color? You want flat lighting, maximum fill-in. Are you shooting a baby picture, or Easter fashions? You want brightness—maximum fill-in. Are you shooting a portrait of a man? You want moderate fill-in, to preserve character. Are you shooting a dramatic or pictorial scene? You can keep the amount of fill-in down to just barely enough to give a feeling of content in the shadow, without letting them go totally black.

All this choice of the degree of shadow illumination is arrived at by exposing for the daylight and using a bigger or a smaller flashbulb, by moving the flash in closer or farther back, by using more or less diffusion over the bulb. But in no case, for the type of picture we are talk-

THE little cottage SHOP

IN THE HEART OF NEW YORK CITY IS CHUCK-FULL OF CAMERAS AND EQUIPMENT FOR YOU

YOU NAME IT . . . WE GET IT

Remit 10% on All C.O.D. Orders

BACK TO NORMAL PRICES

Contax I, f 2.8. L.N.	$155.00
Contax II, f 2. L.N.	300.00
Contax III, f 1.5. L.N.	395.00
Bantam Special, f 2. L.N.	155.00
Ikonta C, f 4.5. New	175.00
Rolleicord Coated, f 4.5	145.00
Rolleiflex Tessar f 3.5 L.N.	235.00
Leica III, f 2. L.N.	210.00
Leica G, f 2. L.N. Case & Trigger Winder	275.00
Leica G, f 2 & Astro f 2.3, 150 M.M. & Flash Gun & Case. Rare Buy	600.00
3¼x4¼ Graphic New f 4.7 Ektar. Coated New. Complete w. Kalart R.F. Gun, 3 Holders, 1 Pack Adapter, Case	300.00
2¼x3¼ Graphic, New Coated Ektar. Complete	285.00
Baldayette II—12 or 16 Exp. on 120 Roll Coupled R.F.	
Trioplan f 2.9 in Compur. Self Timer. A Beauty	125.00
Ikoflex III, Tessar f 2.8 Automatic, L.N.	385.00
Automatic Rolleiflex Tessar f 3.5	375.00

STERO ENTHUSIASTS!!

We carry a complete line of all 3 dimensional equipment. Write us your needs.

MICRO 16 SNAPSHOT CAMERA

smaller than a pack of cigarettes. Fits in pocket or purse. Takes color too! Color film for delivery. **$29.50**

COLOR FILM AVAILABLE

PRECISION BUILT WITH BIG CAMERA FEATURES

WRITE US YOUR NEEDS
A COMPLETE STOCK OF
EASELS, TRIPODS & CINE EQUIP.
AVAILABLE FOR DELIVERY.

DARK ROOM ACCESSORIES

DeJur Versatile I, 2¼x3¼	$118.65
DeJur Versatile II, 3¼x4¼	99.00
DeJur Professional, 4x5	166.25
Solar 120, less lens, plus tax	55.00
Solar Autofocus, with lens, plus tax	139.00
Solar 5x7 Studio, less lens, plus tax	78.50
Fairchild Argon Lite Printer 10x12	150.00
Photo Sphere with lens	33.90
Spotomatic Enlarger Meter	12.45
Haynes Precision Enlarging Meter	$ 9.95
Footswitches	7.50
Paper safes, eliminate waste	9.85
E.K. 11x14 Easels, List $29.17	20.00
4-in-1 Easel, 2¼x3¼ to 8x10	6.50
Lux Minute Timers	4.95
Second Timers	4.95
Robar Print Washer up to 16x20 pnts., INCL. TAX	19.75

Bradley Trimmers, All Sizes, Write Us!

EXPOSURE METERS

LIGHT CORRECTOR SETS COMPLETE

Harrison Series V	$ 74.13
Harrison Series VI	83.13
Harrison Series VII	88.13
Harrison Series VIII	107.13
Leudi, with case	2.00
Wirgin, with case	2.00
DaBrite, with case	2.50

STROBE LITE

Everflash I Strobe, plus tax	$185.00
Fotolux, Strobe, plus tax	$205.00
Triumph, Strobe, plus tax	135.00
Weston Master II	29.67
General Electric DW 58	26.95
DeJur, Dual Prof.	32.50
DeJur, Model 5G	14.85
DeJur, Model 6A	16.50
Hickok	26.75
Skan	14.95
Norwood Director	75.00

PROJECTORS & ACCESSORIES

Ampro Premier 20	$540.00
Vallette Sound	425.00
Victor, Model 60, Sound	468.00
Ampro, 8mm, Silent with case	168.00
DeJur, 1000 Watt, 8mm with case	174.00
Revere 8mm	120.00
Keystone, R-8, 8mm	74.50
Keystone, A-82, 16mm	110.00
Universal PC-500, 8mm	69.50
DaBrite 16mm, 400 feet	17.50
Golde NuManumatic, Air Cooled	$ 57.08
S.V.E., Model A.K.	62.90
Three Dimension, Model 300	64.20
Marton, DeLuxe	39.90
Argus	27.75
Skan, Aircooled COMPLETE with screen and Slide FILE	29.50
Keystone Moviegraph, 400 feet	17.50
Adel Viewer, WAS $19.95	7.95

Fine Lenses Assure Clean, Sharp Values for 'Prize Award' Pictures

WOLLENSAK VELOSTIGMAT Series 2, f4.5 15½" focal length in #4 shutter, L.N.	$175.00
VERITO diffused focus f4, 9" in Wollensak reg. shutter, L.N.	110.00
TURNER-REICH triple conv. f7.5 10½" combined 18" & 24" in Gundlach shutter, L.N.	145.00
WOLLENSAK VELOSTIGMAT Series 1, f6.3, 3½x5½" in Optimo 1A Shutter, L.N.	65.00
VOIGTLANDER HELIOR #4, f4.5, 9½" focus, barrel mount, finest 5x7 portrait lens made, in barrel with iris, L.N.	$120.00
H. TRAUT-MUNCHEN SIMPLOX f4.5, 18cm in barrel with ins., L.N.	90.00
BRAND NEW, SCHNEIDER GOTTINGEN XENAR f4.5, 18cm, built-in "B" filter, no iris, RARE	70.00
LAACK REPRO ANAS, f8.7, 21cm SUPERB COPY LENS thoroughly flatfield	55.00

LITTLE COTTAGE SHOP

IS THE ONLY PHOTO SUPPLY STORE OPEN UNTIL MIDNIGHT 7 NIGHTS A WEEK. ALL MERCHANDISE IS CAREFULLY HANDLED AND PROMPTLY SHIPPED. DAILY, MORE AND MORE AMATEUR AND PROFESSIONAL PHOTOGRAPHERS ARE DISCOVERING THE EASE IN ORDERING FROM THE LITTLE COTTAGE SHOP.

ALL PRODUCTS ADVERTISED REPRESENT TRUE VALUE AND YOUR GUARANTEE OF PHOTOGRAPHIC EXCELLENCE IS BACKED BY MANUFACTURER.

little cottage SHOP

124 WEST 50 STREET, NEW YORK CITY 19

LITTLE COTTAGE SHOP

124 West 50 St., Dept. P-1, New York 19, N. Y.

• Please send me your FREE brochure

NAME .....

ADDRESS .....

CITY ..... STATE .....

DETROIT PUBLIC LIBRARY

MIKE WOLK'S COLUMN

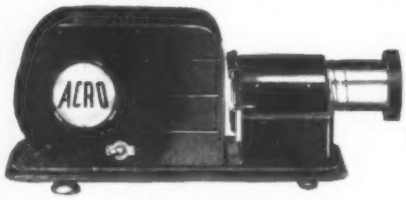
Dear Diary . . .

we're going CRAZY in my store

First it's a guy to buy a new press job, then a guy to trade in a projector, then three gals calling for prints—and in between ten characters who want advice on their photographic problems—they're driving us nuts . . . *and we love it!*

You see, I figure that helping fellow amateurs with their problems is as much a part of my business as selling cameras. So, if you've run up against a toughie, drop me a line. My gang and I will try to work it out for you.

Here's Typical Wolk Value!



ACRO SLIDE PROJECTOR

at less than half price!

- For 35 mm. and "Bantam" Kodachromes
- Micrometer focusing device • Scientifically cooled
- Precision ground and polished optical lens
- EZ Glide slide holder • Elevator adjustment screw
- Made of aluminum and plastic for light weight

Regular Price.....$15.95

MY PRICE $7.95

The quantity is limited

MAIL YOUR ORDER NOW!

Wolk CAMERA CO.

119 S. Dearborn St. Chicago 4, Illinois

ing about, should you allow the amount of flash reaching the subject to be stronger than the daylight reading. To be sure of this the only mathematics you need is your usual indoor flash-exposure calculation. This time, however, you use it in reverse. *Indoors* you might say to yourself, "I want to use a Press 40 on fast pan film at 8 feet, at a speed of 1/100. What *f* stop shall I use?" *Outdoors* you must say to yourself, "My meter tells me I must use *f* 11 at a speed of 1/100. I'm using a Press 40, fast pan film. How far away should the flash be from the subject?" Or you can change that last part to go something like this, "I have to be eight feet from the subject. What size flashbulb should I use?"

The answer to such a question will give you the proper choice of bulbsize and distance to give you maximum shadow detail, which is what—in most cases—you want. If you want less than maximum shadow detail, all you have to do is move the flash farther back, or otherwise cut down the amount of flash illumination.

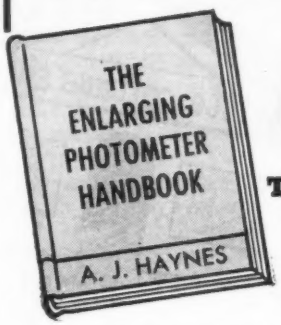
As a general rule, since most outdoor flash pictures suffer from too much flash, all you need remember is to use a smaller flashbulb (#0 or its equivalent is usually best) and when in doubt, move it farther back or put a handkerchief over it. Too weak a flash fill-in is not as bad as too much. This rule, added to the one about always exposing for the daylight, will assure you correct handling of most outdoor flash situations.

In color photography outdoors, a flash fill-in is more frequently indispensable than for black and white. The procedure is entirely the same, using maximum fill-in. However, instead of the standard (clear) flashbulb that is used for black-and-white film, for color photography outdoors you use daylight color film with the special daylight (blue-coated) flashbulbs made for that purpose. Also, while speeds of 1/100 or 1/200 or even higher are entirely practical in sun-flash combinations on black and white, outdoor color pictures usually should be made at 1/25 or 1/50. This is necessary not only because the film is much slower, but also because the color of the flashbulb varies during its brief duration, and it is best to use as much of the total flash-output as possible. Needless to say, whether shooting black and white or color outdoors with flash, a synchronizer is necessary, the open-flash-close method of working on a tripod with a hand-flash being unreliable where there is bright sunlight.

Once you have mastered the proper technique ("expose-for-daylight") for natural-looking sun-flash pictures, you are ready to attempt (and not until then *should* you attempt) special effects. Now you can try your "expose-for-flash" technique, which was bad when you didn't want night effects, but can be used effectively for pictorial shots if you know when and how to make them.

It may seem inconsistent to go to great lengths to get you away from shooting underexposed backgrounds on outdoor flash pictures, only to say that now at last you can learn how to use them. This

MAKE YOUR OWN COLOR ENLARGEMENTS IN ½ THE TIME ONLY $1.35



THE ENLARGING PHOTOMETER HANDBOOK by A. J. HAYNES—118 pages with illustrations—includes a special chapter written by Ansco technicians on a quicker, simplified method of making Printon color enlargements with the HAYNES PHOTOMETER.

ALSO—FOR THE FIRST TIME AMAZINGLY ACCURATE NEW METHOD OF TIMING BLACK AND WHITE ENLARGEMENTS with the PHOTOMETER. Gives "on the nose" exposures with even your difficult negatives.

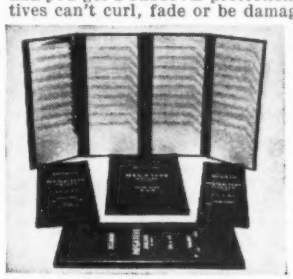
If your dealer cannot supply you, ORDER DIRECT.

HAYNES PHOTOMETER CO.
BOX 175, STA. F • NEW YORK 16, N. Y.

FILE YOUR NEGATIVES THE EASY WAY USE HOLSON NEGATIVE HOLDERS

Sizes—2¼x2¼ to 4x5

Just slide negatives into the SMOOTH pockets and you get POSITIVE protection! Your negatives can't curl, fade or be damaged . . . helps eliminate dust, too! Closed and filled to capacity, holder measures only ⅝" in thickness. $1.50 and $1.75 at all camera stores. Write for FREE folder.



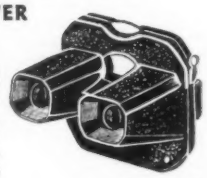
HOLSON Binders, inc.
CREATORS OF DISTINCTIVE ALBUMS
762 Wythe Avenue
Brooklyn 11, N. Y.

Sawyer's

VIEW-MASTER

3 DIMENSION VIEWER

Makes Color Come to Life!



The View-Master is slightly larger than a pair of opera glasses. It is beautifully and scientifically constructed. View-Master gives you color enjoyment at its best!

DeLuxe View-Master Stereoscope Viewer $2.00

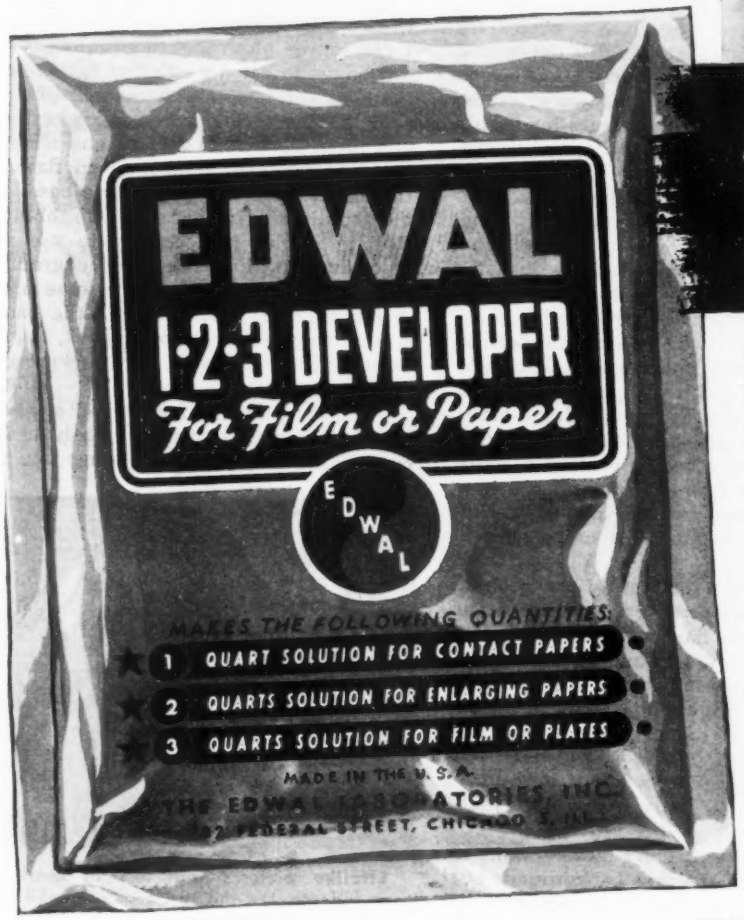
VIEW-MASTER FULL COLOR REELS

Hundreds to choose from: Nat'l Parks, Switzerland, Canada, Hawaii, New York, South America, Alaska, Fairy Tales, etc.

7 scenes, per reel—35c ea.; 3 for $1.00

MAIL YOUR ORDER TODAY! Include remittance—we pay postage or will ship C.O.D. if you prefer.

MAXS JAMAICA CAMERA STORE
89-31 161 St., Dept. PA-9, JAMAICA 2, N. Y.



ACTUAL SIZE of air-tight, moisture-proof aluminum foil package

Now!

Edwal QUALITY in a LOW-COST DEVELOPER

15¢

EDWAL
1-2-3 DEVELOPER

MAKES—

1 QUART for Contact Papers, or

2 QUARTS for Enlarging Papers, or

3 QUARTS for Film and Plates

Contains ORTHAZITE

which produces rich blacks and clear whites, eliminates stains and fog and prolongs developer life.

Get a Package at Your Dealer's TODAY!

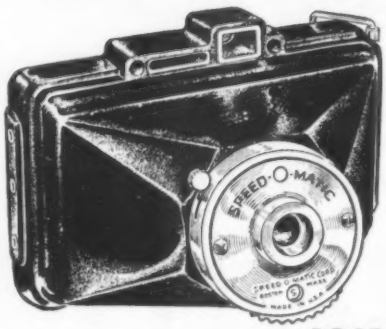
The EDWAL Laboratories, Inc.

732 FEDERAL STREET, CHICAGO 5, ILL. *In Canada: W. E. Booth Co., Ltd., Toronto and Montreal*

SNAPS, DEVELOPS, PRINTS PICTURES

On the Spot

IN ONLY 10 MINUTES



Here at last, fully guaranteed on this by mail offer . . . the miracle camera everyone's talking about! It's the famous compact, well made SPEED-O-MATIC that SNAPS, DEVELOPS and PRINTS your picture on the spot in less than 10 minutes. Startling, yet the amazing thing is even folks who never handled a camera before can get professional results . . . clear, sharp, clean pictures . . . every time! Simple, this wonder camera practically does everything for you. And you SEE that picture right after taking it. Economical, 12 pictures, film paper, prints and all are only $1 complete, less than 8½ cents each!

$12.95

Delivery now by mail at nationally advertised $12.95 price if you mail the coupon! Each camera fully guaranteed.

Here Is the NEW CAMERA that SNAPS, DEVELOPS and PRINTS PICTURE *ON THE SPOT IN ONLY 10 MINUTES*

- Takes and prints 3"x2" pictures (5"x3" enlargements 3 for 25c).
- 5 lens openings
- No focusing
- No negative . . . picture printed direct on film paper
- Own built in light meter
- Camera convenient 3x4x5 size... handsome, lifetime construction
- Price only $12.95
- Film, 12 pictures, complete $1
- Fully guaranteed

SEND NO MONEY...

Trial Convinces

Send for this amazing new camera invention that snaps, develops and prints own picture on the spot in 10 minutes. Send no money. On arrival deposit only $12.95 for camera and $1 for each film pack ordered (12 pictures) plus C.O.D. postage. Camera carries maker's registered guarantee so you take no chances. Don't wait. Mail your order for camera today. (State how many film packs you want.) Cash orders mailed postage prepaid.

WONDER CAMERA CO., Dept. 413-L

Authorized Mail Order Distributors

2445 E. 85th Street, Chicago 17, Ill.

sort of effect, however, should be used sparingly because in most cases it is not natural. An unnatural type of treatment, in art, is disturbing except where the departure from the natural is deliberately and successfully used to achieve a special effect. A normal street scene, carelessly handled ("exposure-for-flash") so that it looks like a night shot, is disturbing because even if the particular activity being photographed is not exclusively a daytime occurrence, we do not ordinarily see people in the foreground, at night, front-illuminated in just the way they are in such flash pictures. Yet we can rid ourselves of distracting backgrounds effectively by using the flash in such a way as to underexpose that background—provided it will go entirely dark, without any distracting highlight areas, and provided also that the background does not occupy too important a space in the picture frame. You can use it to do a successful portrait against a sky; you can't use it on the average general street scene.

To get rid of a distracting background, you must underexpose it. That means exposing for the flashbulb rather than for the daylight and working close enough, or with a large enough flashbulb so that the daylight is definitely underexposed. If the daylight meter reading calls for 1/100 at *f* 11, for example, you must use enough flash illumination so that you can close down your lens to at least *f* 16, preferably *f* 22.

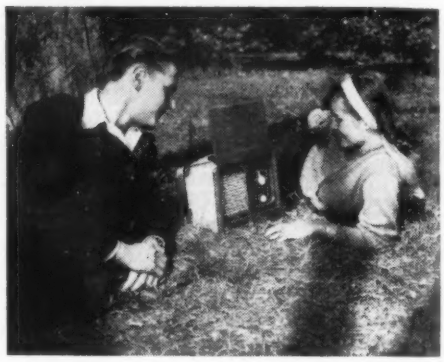
Of course if you don't merely want to get rid of a distracting background, but actually want to make your picture look as if it were taken at night, you need not only proper exposure, but proper lighting. It may no longer be adequate for you to use just one flash at the camera, no matter what the exposure. Even if you limit yourself to one flash it should be anywhere but at the camera. Your main light source should be so placed as to give the illusion of a night-time source of light: a street lamp, a light from a doorway, or a window. The exposure should be based on that light, and that light should of course be strong enough so that the daylight does not register. As in the night effect shot on page 58, you may have to change your camera position so that your background will be fairly dull—in terms of reflectivity. In that particular night effect picture, sun and sky were too bright, and would not have gone dark enough in my exposure for flash alone, so I was forced to use the ground for a background—shooting from a high angle.

In cases where a mainlight should be placed to give an illusion of a night time source of light, you will want another flash at the camera, for some shadow detail, but this should be a smaller bulb, or the same size at a greater distance from the principal subject than the main light source.

This gets us into a technique similar to two- or three-source flash lighting indoors. Properly used outdoors, with large enough bulbs close enough to the subject, so that the daylight does not register, we can get a night-time effect during the daytime, and the advertising photographer can make good use of this technique.

On the other hand it is far more frequently necessary to use the two- or three-source flash lighting outdoors on gray days to get the effect of bright sunlight, as for instance in fashion photography. The usual procedure is to have one main flash high and to one side, to simulate sunlight, with a fill-in flash at the camera, the exposure being based on the "sunlight" (in this case a flashbulb). Usually it also is necessary to use another flash to illuminate the background; this should of course be at the same angle as the main light source, and the background should not be so far back, nor so extensive, as to make the background light inadequate.

Often it is enough, for fashion or similar photography, to use one flash at the camera on gray days, exposing for the



Lifelike pictures with lots of sparkle and depth are the result of using fill-in flash as a supplement to natural sunlight.

weak daylight but using the flash to spark up texture and detail. For even though we get adequate exposure without flash on those soft, hazy days, the light is too diffused to give the brilliance and texture required for advertising, press, or fashion photography. For this brilliance we need the brief, intense flash, balanced against daylight.

It is sometimes necessary or desirable, on the other hand, to shoot a close-up on a bright day against a bank of clouds, perhaps from a low angle so as to frame the figure against the sky. We know that if we expose for the sky we can get the clouds, even without a filter, if the exposure is brief enough. This brief exposure will result in a silhouetted foreground, which may or may not be desirable. If we do not want a silhouette, an exposure short enough for the clouds, with or without a filter, plus a weak flash, will give the desired effect.

Unfortunately this type of picture, incorrectly handled, is the most commonly recognized of the so-called sun-and-flash pictures. So much foreground flash is used ("maximum fill-in") that the lighting is entirely unnatural: a backlighted scene with full front lighting, resulting in faces that seem to glow phosphorescently. A little discretion here (in the form of a handkerchief over the flashbulb) will result in a more subtle and more successful lighting.

For subtlety is the secret of success in outdoor flash photography. As previous-

BETTER VALUES — UNITED — PROMPT SERVICE

AMPRO PARAMOUNT 20

16mm sound projector, 750 watt w/2" f1.6 coated w/case.....$510.00

AMPRO PREMIER 20

16mm sound projector, 750 watt, w/2" f1.6 coated w/case.....$540.00

52x70 Radiant Model DL tripod screen..... 45.00

REVERE MODEL 70

8mm Magazine load Movie Camera w/f2.8 B & L coated lens.$127.50

Carrying case for above unit... 9.50

1½" f3.5 Wollensak Telephoto lens w/K2 filter..... 39.50

REVERE MODEL 85

DeLuxe 500 watt 8mm projector w/1" f1.6 coated lens.....$120.00

Carrying case for above. Regular $12 50 Spec..... 7.50

30x40 Radiant Model DL tripod screen..... 18.50

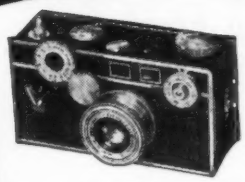
Revere Curvamatic splicer for 8mm or 16mm..... 16.50

UNIVERSAL METEOR 620

Size Miniature Flash camera....$15.00

Eveready case for above..... 5.00

Flash Unit for above..... 7.25



ARGUS C-3

35mm Candid camera w/f3.5 coated lens, shutter speeds to 1/300th of a second. Coupled range finder and flash gun w/ case.....$70.33

Morton telephoto coated lens for Argus C-3 camera..... 49.95

Argus PA 100 watt 35mm slide projector coated lens..... 27.75

Carrying case for Argus PA slide projector..... 4.95

NEW CAMERAS

5x7 #2D Kodak View camera w/case.....$117.50
8x10 #2D Kodak View camera w/case..... 133.50
5x7 Eastman 33A View camera w/one holder 42.50
Kodak 35 Range finder model f 3.5 Synchro shutter w/case..... 89.31
Kodak Reflex f3.5 lens Synchro shutter w/case..... 137.92
Kodak Medalist II f3.5 coated lens Synchro shutter w/case..... 277.50
Kodak Bantam f4.5 coated lens w/case.... 45.90
127 Fed Flash camera..... 8.95
Flash attachment for Fed Flash..... 2.90
127 Beacon w/case..... 12.45
Pontiac 120 roll film camera f4.5 lens..... 38.75
Universal Buccaneer 35mm w/f3.5 coated lens coupled range finder and flash synchro shutter..... 65.00
120 Full-Vue reflex camera..... 9.95

CAMERA ACCESSORIES

De Mornay-Budd Leica reflex finder.....$55.00
Kalart body releases..... 1.50
No. 1 Kodak TBI cable release..... 3.21
Series 6 Kodak Pola Screen..... 8.50
Flash holders for 620 flash Brownies..... 2.33
Series 6 Telek lens 1—..... 3.35
Edsy Pocket Range Finders (Meters)..... 8.70
Glo-Brite Flash Diffusers..... 2.85
3¼x4¼ Graphic Type Cut Film Holders.... 4.15
Norwood Director "for perfect exposure determination"..... 75.00
4x5 Graflex cut film Magazines..... 23.30
Weston Master II Exposure Meters Still or Cine..... 29.67
Quickset Jr. Tripods with Pan Head..... 23.35
Quickset Sr. Tripods with Pan Head..... 34.50

SLIDE PROJECTORS AND ACCESSORIES

Kodaslide #1 100 watt w/coated lens.....$25.00
Slide Carrier for Kodaslide I, II or IIA.... 2.00
Projecto Cases for Kodaslide #1 reduced to.. 5.19
Kodaslide #2A 150 watt w/coated lens..... 47.50
Projecto Case for Kodaslide #2A reduced to. 15.95
Amproslide 30D 300 watt Proj. w/coated lens, and case..... 70.20
Kodaslide Sequence Files..... 3.35
Kodaslide Projector Master Model 1000 watt watt w/5" f3.5 Ektanon lens and adapter with case.....181.00
Kodaslide Changer for Model I, II and IIA.. 17.50
Kodaslide Dissolve Control Outfit..... 50.00

AVAILABLE ROLL FILMS

Kodak Super XX, Plux X, Panatomic X 35mm 36 Exp.....$1.08
Kodachrome 35mm 20 Exposures Daylight or Type A..... 3.04
Kodachrome 35mm 36 Exposures Daylight or Type A..... 4.70
Kodachrome 828 (Bantam) 8 Exp. Daylight or Type A..... 1.66
Infra Red Films 35mm 36 Exp..... 1.30
Infra Red Films. 828. 8 Exp..... .32
Infra Red Films 120 and 620 8 Exp..... .38
½ dz 4x5 Ansco Color Cut Films Daylight. Reduced to..... 4.12
27½ ft Ultra Speed or Supreme 35mm Bulk Films..... 2.48

NEW PUBLICATIONS

Leica Manuals. Latest Editions.....$3.60
Kodak Reference Hand Books Latest Editions. 3.50
Universal Photo Almanac 1947 Clearance.... 1.09
Kodak Print Exposure Computer..... 1.00
U S Camera Annual 1947 Clearance..... 4.10
Better Photography by Lester Loeb..... 2.75
Photo Oil Coloring for Fun and Profit..... 1.80
How to Make Lantern Slides. Fraprie..... .50
Copying Technique. Fraprie & Morris..... 1.80
Graflex Graphic Photography. Morgan & Lester 3.60

PROTECT YOUR CAMERA WITH A LEATHER CASE
Reduced Specials

620 Vigilant Sheath Case.....$5.25
Weston Master II Meter Eveready..... 1.95
Retina I and II Eveready..... 7.95
Perfex 55 Eveready..... 6.95
Foth Derby Eveready..... 4.95
620 Monitor Sheath..... 5.25
Ansco Speedex E.R..... 5.50
Mercury II E. R..... 6.95
Argoflex E. R..... 7.00
Dollina II E. R..... 6.50

8mm CAMERAS

B&H Sportster w/f2.5 coated lens.....$102.61
B&H Sportster w/f1.9 coated lens..... 151.03
Briskin Magazine Load coated f2.5 lens Spec. 99.50
Revere Model 88 w/f2.5 coated lens..... 77.50
Keystone K 8 w/f1.9 Wollensak coated lens. 91.50
B&H Aristocrat Turret w/f2.5 coated lens. 156.98
Universal Cinemaster II w/f3.5 Coated lens. 51.90

8mm PROJECTORS

Universal P 500 500 watt 1" f1.6 lens coated.$ 69.50
Keystone R 8. 500 watt 1" f1.6 lens coated. 74.00
Ampro Model A 8. 750 watt 1" f 1.6 lens w/ case..... 168.00
De Jur "1000" 1000 watt 1" f1.6 lens coated. 159.50
B&H 122 G. Filmo Master 500 watt w/case. 177.45
Excel Apollo 300 watt 1" f2.4 lens..... 37.50

16mm CAMERAS

Keystone A 7 with f2.5 coated lens.....$ 74.50
Keystone A 7 with f1.5 coated Wollensak lens 107.50
Cinklox with f2.5 coated lens. Like new.... 64.50
Victor Model 3, less lens..... 99.00
Victor Model 4 Turret with f2.5 lens..... 195.85

16mm PROJECTORS

Bell & Howell Sound 179 w/cordamatic unit$603.50
Latest Model Natco Sound complete reduced to..... 469.00
Kodascope FS10 N. Sound Projector. Complete..... 500.00
B&H Showmaster 750 watt 2" f1.6 lens, case 312.95
B&H Diplomat 750 watt 2" f1.6 lens, case.. 273.30

MOVIE FILMS AVAILABLE

Ansco Color 16mm 100 ft. Daylight or Tungsten.....$8.72
Ansco Hypan 16mm 100 ft..... 6.60
Royal 16mm 100 ft. Weston 6. Excellent for Daylight..... 2.75
Kin O Lux 16mm 100 ft. #3..... 5.96
Kin O Lux 16mm 100 ft. Gold Seal..... 6.40
Kin O Lux 8mm Double 8..... 2.40
Ansco Hypan 8mm Double 8..... 2.48

MOVIE ACCESSORIES

Keystone 8 or 16mm Rewinds per pair.....$ 4.00
16mm 1600 ft. Cans Only..... 1.75
Craig Jr. 8 or 16mm Rewinds per pair..... 5.00
Craig Jr. 8 or 16mm Splicer..... 4.50
Ampro Bronze Projector Stands..... 41.00
Mansco Revere 88 Wide Angle Viewers..... 3.28
15mm f2.5 Kern Yvar Wide Angle lens..... 78.50
1" f1.9 Kodak Coated lens in C Mount..... 81.67
All Metal 8mm 12 Section Reels Chest..... 3.95
All Metal 16mm 12 Section Reels Chest..... 3.90
P.M. Movie Titler..... 39.00
Craig 16mm Projecto Editor..... 54.00
Kodak Service Tripod with Pan Head—Surplus—excellent value. Reg. $50.00. Clearance..... 22.00
De Luxe Carrying Cases for Most 8 and 16mm Projectors. Regular $12.50. Please specify. 9.50
Hollis 8 and 16mm Splicer Model 555..... 5.55

CARRYING CASES FOR MOVIE CAMERAS SHEATH TYPE

Cine Kodak 8/20 and 8/25.....$6.75
Keystone 16mm..... 7.95
Keystone 8mm All Models..... 5.50
Kodak Mag 16..... 6.75
Kodak Mag 8..... 6.95
Cine Master II..... 4.95

NEW DARKROOM PRODUCTS AGAIN AVAILABLE

8x10 Stainless Steel Trays.....$ 2.25
4x5 Kraft Negative Envelopes per 100..... .90
11x14 White Matte Boards per Dozen..... 1.44
Double Unit Darkroom Blowers. Reg. $18.50. 16.65
Zip Loaders for all size Tanks..... 1.48
FR Print Tongs Plastic per pair..... .58
24" Faultless Autovac Print Washer..... 19.60
Foto Flat Baby Fotowelders. Spec..... 1.89
Foto Flat #2. Fotowelders. Spec..... 8.95
Foto Flat De Luxe #10. Fotowelders. Spec... 3.75
4x6 Cesco White Enamel Trays..... .55
5x7 Cesco White Enamel Trays. Spec..... .69
Mercury Tank Thermometers. Spec..... .95
Dust Cover for Omega D II Enlargers..... 3.65

All Omega DII Enlarger Accessories Available in Stock. Write for Free Catalogue.

Fodeco Retouching Stands.....$13.95
#0 Chaning Bags..... 7.47
Kodak Brownie Darkroom Lamp Model B. Ser. 0, 2, 3..... .82
Kodak Adjustable Safelight Lamps Ser. 0A.. 6.42
Kodek 4x5 Film and Plate Hangers. 4A..... .99
All Metal Vignetters. Spec..... 1.85

MAIL—PHONE—WIRE YOUR ORDER!

We are equipped to fill your order with expediency and careful handling. Make UNITED your Photographic Headquarters. Write—Wire Dept. P or Phone BArclay 7-0478.

Send for New Summer 1947 Catalog!

UNITED CAMERA EXCHANGE
83 CHAMBERS STREET, NEW YORK 7, N. Y.

SPIRATONE 35 mm SERVICES

for films taken with Leica, Contax, Argus, Retina, Kodak 35, Mercury II, Univex I and similar cameras.

There is no extra charge for the ultra fine grain developing of your film in any of the services listed. Prices include postage.

PROJECTION POSITIVES

The most thrilling way of presenting your pictures. Printed from your doubleframe or singleframe (uncut) 35 mm rolls, without changing them in any way. Projection Positives are made on an extraordinarily fine-grain film and ultra fine grain developed. Viewed in a small viewer or projected life-size on a screen—you'll enjoy the wide tonal range, the three-dimensional quality, the sparkling brilliance which SPIRATONE PROJECTION POSITIVES reveal in your pictures! Try this inexpensive way of increasing your slide collection. 20 exposure roll **$.65.** 36 exposure roll **$1.05.** 65 exposure roll **$1.80.**

"EXCELSIOR"

3¼x4½ glossy enlargements, 20 exposure roll **$1.00.** 36 exposure roll **$1.31.** 65 exposure roll **$2.58.**

"SUPERB"

3¼x4½ doubleweight velvet enlargements, 20 exposure roll **$1.15.** 36 exposure roll **$1.56.** 65 exposure roll **$3.08.**

"MASKOSPOT"

"the most highly perfected 35 mm service" 3¼x4½ doubleweight velvet enlargements, with each print cropped according to our own judgment, and minor blemishes removed by spotting. 20 exposure roll **$1.56.** 36 exposure roll **$2.33.** Maskospot 4x6' 20 exposure roll **$2.43.** 36 exposure roll **$3.60.**

"35 MM RELOADS"

Kodak Panatomic X, Plus X, Super XX Edge-numbered Film, 36 exposures **70c.** 20 exposures **50c.** Unnumbered Film, 36 exposures **55c.** 20 exposures **40c.**

Address your films and orders to Dept. A

SPIRATONE COLOR SERVICES

"Three-Day Service"

ANSCOCOLOR PROCESSING

120, 620, 35 mm 20 exposure rolls **$1.00** per roll (incl. mounting of doubleframe 35 mm).

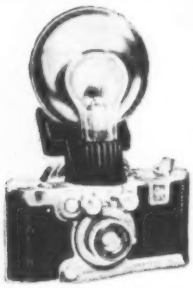
ALBUMSIZE COLOR PRINTS

from 35 mm and 620-120 size color transparencies. Prices apply to prints from same or different transparencies.

"For your pocketbook or album—just right in size and price."

2¼x3¼ (from 35mm only) eight for **$3.50** 3x4½, five for **$3.50.** 4x5 each **$1.00**

Write for free mailer and complete pricelist on all processing services and films, stating what camera you have, to Dept. A



SPIRATONE

is THE Headquarters for every Univex Mercury and Mercury II owner. Spiratone offers the ONLY COMPLETE and the ONLY SPECIALIZED Service for EVERY MERCURY NEED.

Enclose full remittance with order. No C.O.D.'s. Immediate delivery.

Accessories listed for Mercury I and II, unless marked * (for Mercury II only). Add mailing cost to remittance.

*Special unbreakable filterkit (lensshade and four color filters, in leatherette case)	$3.50
25 mm polaroid filter	4.75
Five section tripod with tilthead. Special	7.00
*Eveready Leather Carrying case w. strap.	7.50
Armor-clad cable release	1.00
Delayed Action Timer	3.95
Flash attachment, fully synchronized	7.30
Rangefinder, slips right on top of Mercury, with leather case	8.95
Four-extension tube copying kit	7.35
Mercury Exposure Meter	2.85
Gadget Bag, holds all accessories	3.50
Box of 50 jiffy masks	.60
25 Houston Plastic Slide Mounts	1.05
100 SVE Glass Slide Binders	5.15

For Prices of films, processing and color services for Mercury films and slides, see above. For complete pricelist and mailer, and the latest news on accessories, services and "How to Improve Your Mercury Photography," write immediately for your free copy of "Mercury Photography," Dept. P-9.

Spiratone FINE GRAIN LABORATORIES 49 W 27 ST New York 1 New York

ly pointed out, if you must err in your lighting balance, it is better to err on the side of not enough fill-in, rather than too much. For correct balance is the secret of good sun-and-flash pictures. The flashbulb is a very important ingredient in the lighting combination, but its importance lies in your ability to control it, to make it furnish just the right amount of shadow detail and no more. In outdoor photography the flashbulb is somewhat like the dash of seasoning that makes a good steak taste better. No good cook ever pours on the whole bottle.—

New BOOKS

GRAPHIC GRAFLEX PHOTOGRAPHY. Eighth Edition. By Willard D. Morgan and Henry M. Lester. Published by Morgan & Lester, publishers, New York. Cloth bound, 7¾x10¼, 456 pages, illustrated, $4.50.

This edition of the perennial best-seller in the photographic world has been completely reset and many new chapters added with hundreds of new illustrations. Some of the new photographic information includes: the new line of Graflex Pacemaker cameras—fully illustrated and described; two new chapters on color photography—including information about Kodachrome, Ektachrome, Ansco Color; a new chapter and illustrations on illumination. Other new chapters include: Portrait Photography, Perspective Control and View Camera Technique, Action Photography, The Syndicates and Metropolitan Press Photography, Publicity Photography, and Photography in Criminology. The editors spent nearly two years in the preparation of this new edition—a book filled with practical, useful information.

KENT STATE SHORT COURSE DIGEST, 1947. Edited by Alfred A. Crowell. Published by Kent State University, School of Journalism, Kent, Ohio. Paper bound, 8½x10, 80 pages, illustrated, $2.

This is a report on the Sixth Annual Session of the Kent State News Photography Short Course. It contains speeches given by leading news photographers and representatives of photographic manufacturers on subject such as jobs, color in newspapers, ethics of news photography, free lancing of pictures, reader interest in pictures, and equipment. It contains 8 pages of pictures.

JOE LOUIS—A Picture Story of his Life, by Neil Scott. Published by Greenberg, Publisher, New York. Paper bound, $1; cloth bound, $2. 5½x7¾, 136 pages, illustrated.

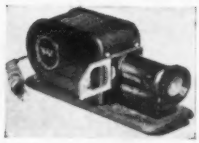
In his foreword to the book, Frank Sinatra says of Joe Louis, "Joe Louis is a living tribute to the democratic ideal."

This is the dramatic, exciting life story of the boy who rapidly rose to be heavyweight king of the fight world. The author, a close friend of Joe's, sees him as a man and a fighter, but he also sees Joe as an unconscious symbol of not only the

Spiratone SPECIALTIES

Take advantage of the big savings on "Spiratone Specialties," which only Spiratone can offer you because of large quantity purchases. Immediate delivery on all items listed. Send full remittance with order, no C.O.D's. All prices f.o.b. New York City.

$20.00 SLIDE PROJECTOR OUTFIT for only $10.98



The nationally advertised Vokar Model "VOIGT," a modern precision lightweight plastic and aluminum slide projector for 2"x2" transparencies, complete with precision ground and polished f:3.5 lens, micrometer focusing device, elevator adjustment screw, 100 watt projection bulb PLUS 18"x25" TRANSLUCENT PROJECTION SCREEN, showing you pictures on BOTH sides with unique brilliance, clarity and sharpness. Complete outfit only $10.98.

YOU step into the picture with the new ERNO SELFTIMER $3.95

This first post-war delayed-action timer to become available works on any camera that uses a cable release—in any position, even dangling in mid-air. You set your camera, release the timer, and—change from photographer to subject. Fully guaranteed—$3.95.

TWO-SECTION METAL TRIPOD $3.50

A sturdy tubular collapsible brass tripod with chromium trim Extends to 46", yet weighs only 28 ounces. Reversible head for foreign and domestic cameras. A strong tripod despite its unbelievably low cost $3.50.

35 MM PLUS X 100 feet only $2.35

Yes, it's true. Fresh tested Eastman Plus X at a lower price than ever before! It's so good and fresh that we offer a money-back guarantee on that film—despite its extremely low price.

Send your order NOW to Dept. SS

SPIRATONE FINE GRAIN LABS
49 W. 27th St., New York 1, N. Y.

FLASH SYNCHRONIZER FOR "GRAFLEX" CAMERAS

• Precision Built—weighs 1½ ounces. Attaches to camera in a few seconds. No holes to drill or permanent brackets to mar the beauty of your equipment. *Uses All Flash Bulbs*—Synchronizes to 1/200 sec. Price $13.65 tax included. Sent postpaid with full instructions upon receipt of check or money order—Money Back Guarantee.

GRAHAM SCIENTIFIC INSTRUMENT CORPORATION

10011 Euclid Ave. Cleveland 6, Ohio

Preserve and File Negatives in Transparent
GLASSINE NEGONTAINERS—$1 Buys:
400—2¾x3, 2¾x3¾, 2¾x4¼, 2x3, 2x3½, 2x4, 2x4½. 350—3x4½, 3x5, 1½x5 • 300—3¾x4½, 3¾x5. 300—1½ x 6, 1½ x 7, 2 x 6, 2 x 7, 2¾ x 6, 3 x 5½. 250—4¼x5½, 2x8. 200—4¾x5¾, 2x9, 2x10, 1½x9, 2¾x8. 100—1½x18, 8½x10¼, 2x18 • 150—5¾x7¾, 1½x12, 2x14.

LARGE HARDWOOD FILING CABINET—$2.00
Includes 100 Negontainers. 26 indexes! Choice. 30 sizes! Steel Photo Embosser (Your Name), 1, 2 or 3 Lines—$4.00. Photographers' Release Blanks, 35—25c; 250 for $1.00. Gum Labels; "Photos—Do Not Bend." 100-25c; 500—$1.00. Postpaid! C.O.D.'s Accepted. Money Back! Free Catalog.
ANDREW E. LUTZ, P.O. Box 5, Syracuse 1, N.Y.

Get More PROFIT and PLEASURE from *Photography*

B & J Press Camera

STUDY AT HOME

Improve Your Skill

...Add Zest...Thrills and Fascination to Your Hobby

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training, which requires only spare time study. With proper aptitude and application, this Course should provide you with a fundamental background which may open the door to valuable professional experience . . . or add fascination and zest to your hobby.

OLD ESTABLISHED SCHOOL

Backed by years of experience, our training covers every phase of Modern Photography through spare time study at home. Basic photographic principles are taught by inspiring "learn-by-doing" method, step-by-step, under the supervision of a qualified instructor.

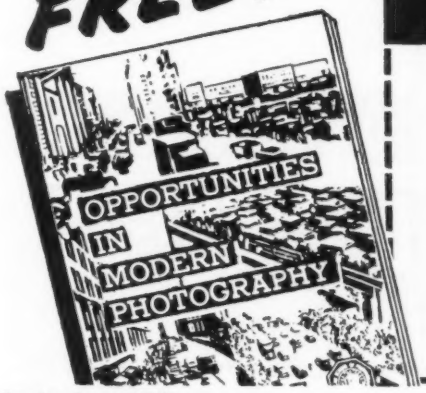
GET FREE BOOKLET!

No obligation. Send for your copy today!

Clip and mail the convenient coupon below at once for *Free* booklet, "Opportunities in Modern Photography" and full particulars. Act *now!* Don't miss this chance to learn how you can get more profit and pleasure from photography.

American School of Photography
1315 So. Michigan Ave., Dept. 2266
Chicago 5, Illinois

FREE!



MAIL COUPON FOR FREE BOOKLET

American School of Photography
1315 So. Michigan Ave., Dept. 2266, Chicago 5, Ill.

Please send me, without obligation, your free booklet, "Opportunities in Modern Photography," and full particulars. No salesman will call.

Name.....Age.....

Address.....

City.....Zone.....State.....

DETROIT PUBLIC LIBRARY

NOW YOU CAN GET INTO THE PICTURE

. . . . . *with the*

"SAFE-LOCK" DELAYED ACTION SHUTTER RELEASE

Here's a handy accessory you've been waiting for. No longer do you have to be out of the picture. Simply attach the unit to your cable, release the trigger release and the plunger does the rest. As it moves slowly, ample time is provided for the photographer to get into the picture.

PATENT PENDING

- Used with any camera that takes a cable release
- Operates on the hydraulic principle
- All parts precision machined
- 100% aircraft aluminum alloy
- No gears to wear or jam
- Featherweight
- Fool-proof, simple to operate
- Fully guaranteed

No. 700 List Price $3.10 Plus 35c Fed. Tax

METAL CABLE RELEASE **$.85**
(Specify Kodak or Compur)

WRITE FOR COMPLETE CATALOG

AT YOUR DEALER

Dealer Inquiries Invited

The Safe-Lock

The American Products Co.
(Photographic Division)
2287 HOLLERS AVE. NEW YORK 66, N. Y.

Negro race's fight against discrimination, but the fight that millions of men everywhere waged against Nazi racism. Like Joe himself, the author uses few words to tell his story. But from hundreds of photographs, he has put together the amazing career of one of the great fighters of all times. Most of the pictures, of course, are the best action shots of his important fights. But there are many pictures too of Joe's family, of his days in the Army, of his life as a plain American citizen, working, playing, giving of his time and money to worthy causes.

FLASH PHOTOGRAPHY by Gordon Parks. Published by Franklin Watts, Inc., New York. Paper bound, 8¼x11, 95 pages, illustrated, $1.25.

This book tells of the flashbulb's function, characteristics, possibilities, and limitations. Jack Delano, Arnold Eagle, Herbert Gehr, Harold Corsini, Philippe Halsman, Sol Libsohn, Esther Bubley, Bob Ritchie, Barbara Morgan, Edward Rosskam, Kenny Bell, Philip Sperry, John Vachon, and Weegee are among the photographers whose works appear in this book.

PAVLOVA, by Paul Magriel. Published by Henry Holt and Company, New York. Cloth bound, 7½x9½, 78 pages, illustrated, $3.50.

This book is the third in the series on ballet edited by Paul Magriel and published in connection with The Ballet Society, Inc. Anna Pavlova, greatest of the prima ballerinas, has become a treasured memory among ballet enthusiasts old enough to have seen her dance; a tantalizing legend to those who know her dancing only from photographs. The sixty-odd photographs in this volume show Pavlova in all her important roles and in less formal shots as well.

FROM CALIGARI TO HITLER. A psychological history of the German film by Siegfried Kracauer. Published by the Princeton University Press, Princeton, N. J. Cloth bound, 6¼x 9½, 361 pages, illustrated, $3.75.

The author of this provocative book is not concerned with the masterpieces of the German screen merely for their own sake. Through a lively analysis of the technique, the story content, and the evolution of the German film from 1918 to 1933, he uncovers the actual psychological pattern of the people of pre-Hitler Germany. It is Doctor Kracauer's contention that the films of a nation reflect its collective mentality. His study of the course followed by the German film from the days of "Caligari" to "M" and "Madchen in Uniform" and "The Last Will of Dr. Mabuse" is equally an analysis of deep-seated reasons for Hitler's ascendancy. The cinematic triumphs of the great German film-makers—Ernst Lubitsch, Fritz Lang, Carl Mayer, G. W. Pabst—are thus a mine of information for the social historian as well as for the connoisseur of this most modern of art forms.

* * *

Please do not send orders for books to POPULAR PHOTOGRAPHY. These books can be ordered through your local camera store or bookseller.

COLOR PRINTS

From any Transparency up to 5"x7" (35mm included)

3¼"x4½" Mounted	$1.00
3¼"x4½" Unmounted	.85
5"x7" Mounted	2.50
8"x10" Mounted	3.75

Subject composed and cropped

From 35mm Slides only

2¼"x3¼" Mounted	$0.50
Ten Unmounted (assorted slides)	4.00
5"x7" Mounted	2.00
8"x10" Mounted	3.00

No cropping or composing

All mounted prints in attractive folders. Please remove all glass from transparencies before sending.

MINIMUM ORDER—$1.00
Please Enclose Remittance with Order

No Additional charge for postage or packing.

PHOTO LAB, INC.
3825 GEORGIA AVENUE, N. W.
SUITE 197
WASHINGTON 11, D. C.

At Last!

CLEAN PRINTS

Only clean Hypo-free prints are worthwhile. The Richard Print Washer provides continual circulation of water and prints. Automatic discharge of Hypo. Contour of sides prevents adherence. Nothing to scratch prints or break corners. Spun aluminum, will not crack, rust or chip. No plumbing required. No overflow possible. Fast. Professional volume. Washes 60 8 x 10's in approx. 25 min. Weighs 3½ lbs. Priced for everyone at $19.95 plus tax. Write today for free descriptive literature and list of dealers in your city.

RICHARD MANUFACTURING CO.
1502 E. Colorado Blvd. Glendale, Calif.

WAR SURPLUS SPECIALS

16MM Eastman Magazines, Super-X PROCESSING INCLUDED	$ 2.29
100' Ansco, Ultra-Speed-Pan, 35MM	1.39
5¼" x 20' Kodak Aerial Film, (K-20, 25)	1.09
5¼" x 9' Kodak Aerial Film, (K-20, 25)	.79
7" x 18' Kodak Aerial Film, (F8, F-56)	2.29
7" x 75' Kodak Aerial Film, (F-56, etc.)	6.89
7" x 125' Kodak Aerial Film	9.95
9½" x 75' Kodak Aerial Film	9.95
7" x 125' Kodak Enlarging Paper, No. 1, 2, 3	2.39
9⅜ x 200' Kodak Enlarging Paper, No. 1, 2, 3	3.69
10 x 10 Kodak Contact Grade No. 2	1.69
Ad-Paper, Type A, No. 0, 1, 2, 3	1.69
*GOERZ-DAGOR, ExtremeW.A; f.6.8, 12.5cm	69.50
*ROSS-XPRES, Extreme W. A; f.4, 5in	49.50

Prices quoted include postage
**Prices include "Torpedo Camera and Case"*

Frank W. Pataye
MELROSE CAMERA SHOP
4733 East 14th St., Oakland 1, California

Make your hobby pay or start a profitable life-time career. A dollar bill will bring you a copy of our new book "Fifty Dollars a Day," also Photo Market Directory. Satisfaction Guaranteed!

EDUCATIONAL PUBLICATIONS, Dept. P., Adams, Mass.

GRAPHIC VIEW 4x5

Camera with tilting base, holder, and carrying case... **$130.00**

With 203mm coated Ektar f7.7 lens in Synchro shutter... **$207.72**

KEYSTONE K-8 8mm

Movie Camera, 3 speeds including slow motion; automatic footage counter with audible click; telephoto lens masks.

With f2.5 coated Wollensak... **$64.50**

With f1.9 coated Wollensak **$91.50**

KEYSTONE A-82 16mm

750 watt Projector, with 2" f1.6 lens; reverse and still projection; rapid rewind; no visible belts; forced draft ventilation.. **$99.50**

Deluxe Carrying Case.....$12.00

KEYSTONE R-8

500 watt 8mm Projector, with f1.85 lens, rapid rewind, brilliant color projection..... **$74.50**

Deluxe Carrying Case.....$10.00

PERFEX DELUXE 35mm

Camera with f2.8 coated Wollensak, coupled rangefinder, automatic film transport and counter; built-in flash synchronization; shutter speeds 1 sec. to 1/1250th..... **$91.00**

Deluxe leather Eveready Case....$8.50

VICTOR MODEL 60 SOUND

Projector, 750 watt, positive reverse and rewind; simple to operate; unmatched fidelity of sound; many patented features; complete with aluminum case and speaker..... **$468.00**

SEND 3c STAMP FOR

FREE

NEW 1947 DELUXE Catalog WITH A COMPLETE LINE OF PHOTOGRAPHIC EQUIPMENT FOR THE AMATEUR AND PROFESSIONAL

116 PAGES
OVER 700 ILLUST.

BLOOM'S CAMERA CENTER

1657 MAIN STREET, SPRINGFIELD, MASS.

REVERE "85" DELUXE

8mm Projector, with coated f1.6 lens, 500 watt, chain-gear drive, rapid rewind, many other features... **$120.00**

Deluxe Carrying Case.....$12.00

GROVER 8x10 VIEW

Camera—ideal for all studio work; has every possible adjustment including tilts, swings, front and back; complete with carrying case..... **$128.75**

REVERE "99" TURRET

8mm Movie Camera with f2.8 Bausch & Lomb coated lens; 5 speeds; automatic footage counter; extra viewer for telephoto lenses..... **$110.00**

Case.....$10.00

SPECIALS—Immediate Delivery

DeJur 50A Meter & Case	$17.95
G. E. Meter DW-58	19.95
Vokar 35mm Proj., like new	12.95
Sunray Arnold Model D 2¼x3¼ Enlarger, w/3½" lens	79 95
Solar 5x7 Enlarger	84.59
Elwood SP-2 5x7 Enlarger	113.85

DE JUR "1000" 8mm

Deluxe Projector, with reverse, still, cordomatic reel base, rapid rewind, powerful cooling system, gear and chain drive, 400 ft. reel capacity; complete with f1.6 coated lens and deluxe carrying case..... **$174.00**

KODASCOPE FS-10

Sound Projector, shows silent also; complete with speaker, accessories; carrying case. One of the finest on market... **$500.00**

A rotary dryer with twice the drying area for the same price...

THE LOTT "Roto" PRINT DRYER

- Easy to use...just turn the knob
- Dries 40-10" x 14" or 360-3" x 5" prints per hour
- Cylinder has chromium surface
- For glossy prints, dry face down
- For matte prints, dry face up
- Over 100,000 now in use

TWO MODELS

PROFESSIONAL... 24" x 28" Chromium Drying Surface. Heating element (guaranteed 5 years) provides constant temperature. Prints can't burn or scorch no matter how long heat is left on. Pre-shrunk canvas drying belt holds prints flat. Uses only 300 watts on 115 volts AC or DC. Weighs 24 lbs.

STANDARD... 12" x 28" Chromium Drying Surface. Has same construction as "PROFESSIONAL" model. Dries 30-8" x 10" prints per hour. Uses 180 watts on 115 volts AC or DC. Weighs 12 lbs. Heating element guaranteed for 5 years.

LIST PRICES

PROFESSIONAL Model	$29.95 plus tax
STANDARD Model	$19.95 plus tax

If your dealer cannot supply you, write us direct.

PHOTO LOTT PRODUCTS

LOTT MANUFACTURING CO., Jamestown, New York

COMING — AUGUST 22

THE FIRST QUARTERLY ISSUE OF

Photography

● New and exciting in treatment, scope, and content. . . . Quarterly PHOTOGRAPHY has been designed to give the photographic world its most distinguished magazine. Beautifully printed and excitingly presented, the eye appeal of PHOTOGRAPHY will do full justice to the modern advancements in camera art and technique. Look below for an advance glimpse of the provocative, informative editorial content . . . authors and articles in each issue will feature the foremost developments in photography.

● ***FASHION PHOTOGRAPHY TODAY —***

Famous authority Dr. M. F. Agha, examines practices in fashion photography. Illustrated with work of the leading photographers in the field.

● ***THE WORLD AND FRITZ HENLE —***

An appraisal of Fritz Henle's work and extraordinary versatility, and revealing his methods. Includes a selection of famous Henle pictures.

● ***COATED LENSES —***

Fritz Goro, noted authority, explains the benefits from coated lenses, why they work, and shows with a picture sequence the behavior of light rays.

● ***ACTION IN COLOR —***

An important instructional article by the Peskin brothers explaining for the first time how fast motion may be stopped with slow emulsion color film.

● ***CAMERA ON THE FARM —***

Kosti Ruohomaa, specialist in farm photography, tells how to proceed and what to shoot in country photography.

● ***MUST THEY BE SHARP —***

A controversial subject with Philippe Halsman, champion of sharpness in photography, taking the affirmative, and Martin Munkacsi the negative side of the debate. Illustrated with examples.

RESERVE YOUR COPY NOW

35c AT YOUR NEWSSTAND

By mail: 12 issues, $4.00

A ZIFF-DAVIS PUBLICATION

185 N. Wabash Avenue, Chicago 1, Illinois

Publishers of: POPULAR PHOTOGRAPHY • FLYING • PLASTICS • RADIO NEWS • RADIO-ELECTRONIC ENGINEERING

PROJECTOMATIC

Miracle of this Electronic Age

Works "Quick as a Click." It's Just a Mite in Size, But It's Mighty Wise!

A QUICK CURE FOR EVERY HOME MOVIE OWNER'S BIGGEST HEADACHE!

TURNS ROOM LIGHTS ON AND OFF AUTOMAGICALLY AND

Allows Room Light to Stay ON While Threading and Rewinding Film

No more yelling "Lights Out!" No more griping or groping in the dark to turn "Lights On!" No longer do you have to rely on an inadequate pilot light! Thanks to PROJECTOMATIC, the new miracle of Electronics, room lights are turned off and on quietly, quickly, autoMAGICally! The biggest boon to Home Movies in many years!

MODEL 375 FOR 300-750 WATT PROJECTOR .....**$6.75 ea.**

MODEL 750 FOR 750 and 1000 Watt PROJECTORS..**$7.50 ea.**

—Just Connect It and Forget It!
—Works with Any Projector!
—Works with Any Floor or Table Lamp!

For immediate delivery see your dealer. If he doesn't have them he can get them. Write factory for descriptive literature.

WHITTAKER MANUFACTURING CO., Muskegon Heights, Michigan

The "Slide of the Month" Club offers you a rare privilege . . . A preview of something new. Selected subject material and the finest craftsmanship in the field of color photography and transparency reproduction. No dues—no obligations. Become a member and receive each month, 12 new and gorgeous color slides never before published. Select only those you want. Return the others. Purchasers will receive a special premium Slide of the Month free. Membership costs you nothing. Full details will be sent without obligation. Just fill in the coupon below and drop it in the mail. P. S. We buy originals of top quality color and subject material.

PACIFIC COLOR SLIDE CO.
P. O. Box 305, West Los Angeles 25, Calif.

Please send me your booklet on the "Slide of the Month" Club.

Name .....

Address .....

City..... State.....

35MM FINE GRAIN DEVELOPED AND ENLARGED to Superb 3½x5½ Salon Prints! $1.75

On selected single-weight glossy or double-weight matt paper, each print individually enlarged, dodged and cropped, including Mercury Rolls.
18 Exposure Roll.....$1.00
GUARANTEED FRESH 36 EXP. RELOADS.....50c
12 Exp., 2¼x2¼, Fine Grain, Developed and Enlarged to 5x5..$1.00

Send for free samples, mailing bag and complete price list of all our services. Money back if not satisfied!

MINLARGEMENTS
Dept. P., P. O. Box 193 Grand Central Annex, N. Y. C.

A DISTINCTIVE CUSTOM-MADE WEDDING ALBUM SERVICE
FOR PROFESSIONALS and FREE-LANCERS

There is no need for you to stock albums or do your own pasting and assembling! We do all of that for you. All sizes, many colors and materials. Write for FREE details today.

LONG ISLAND BOOK BINDERY
105-26 Tuckerton St., Dept. P-15, Jamaica 1, N. Y.

WRITE US FOR PHOTO EQUIPMENT

Nationally known new and used cameras, lenses and photographic equipment at lowest prices. Old equipment accepted in trade.

CAPITAL CAMERA EXCHANGE
Largest Stock of Cameras and Equipment in the South.

1003 PENNSYLVANIA AVE. N.W., WASHINGTON, D. C.

Press

(*Continued from page* 16)

dent of the group is W. T. Chambers, head of the photographic department of the Huntington Publishing Company in Beckley, West Va.

* * *

SOME valuable pointers for newspaper photographers were given out during the round table discussions at the recent American Press Institute sessions at Columbia University in which 27 picture men from all parts of the country took part. Here are some of them: The photographer should not give any picture job a brushoff. No matter what the assignment he should handle it in his best fashion . . . the photographer always should save one holder aside for that unusual picture he might stumble onto while en route back to his office . . . the photographer should stop worrying about getting exactly the same picture as his opposition. (And a case was cited where a Washington photographer once failed to

INP Soundphoto

A fine action shot of policemen wrestling with a picket during the Allis-Chalmers strike in Milwaukee last winter won Leland Benfer, chief photographer of the Milwaukee Sentinel, first place in the spot news class of the Inland Daily Press Association's seventh annual news picture contest held at Northwestern University. Picture above shows Benfer (left) receiving his award from Floyd G. Arpan, professor of journalism at Northwestern. Photo below shows the shot that won the award. Note how Benfer caught the tense expressions on each of the faces.

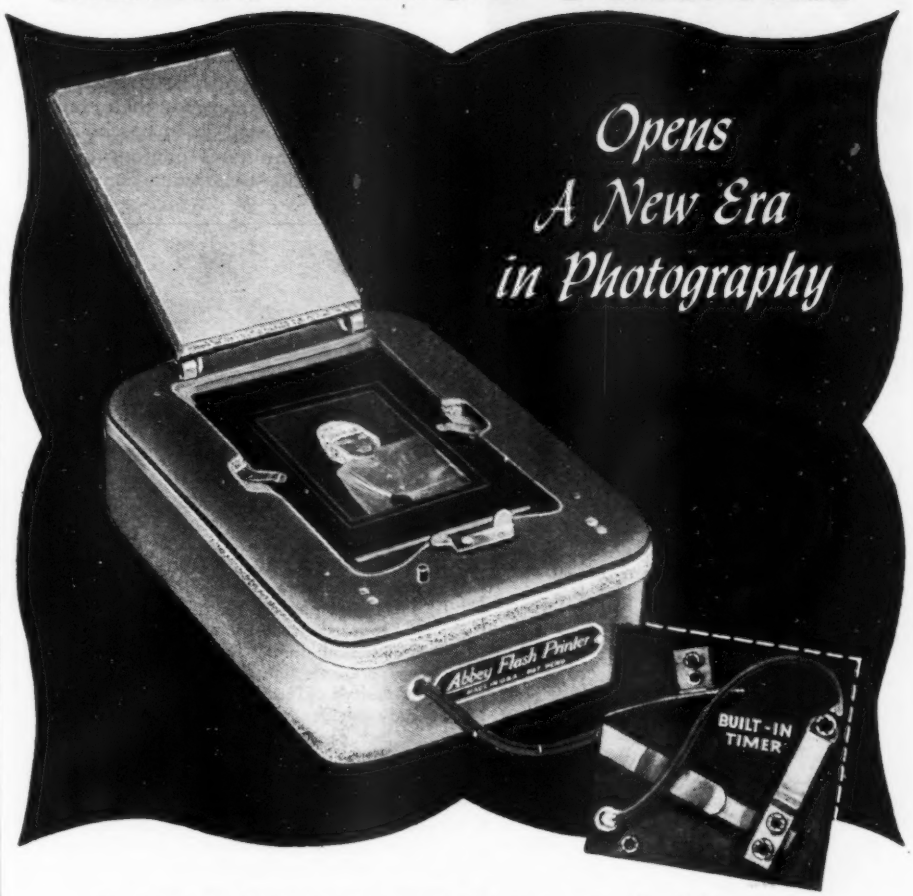
get the usual medal presentation shot, but returned with a different, more unusual picture of the two principals scrambling on the floor for the dropped medal) . . . the news cameraman should have most of these qualities: alertness, good appearance, knowledge of composition, determination, enthusiasm, imagination, ingenuity, initiative, nerve, news sense, patience, personality, salesmanship, speed, cooperation, be full of contacts and be observant, know how to handle people, anticipate pictures, and plan and work under pressure . . . some fine words of advice also were handed out to picture editors: editors should examine each picture minutely. Readers look for tiny details and so should picture editors, with an eye to getting the most out of each picture and each caption, as well as guarding against any material not in good taste. The picture showing what the person looks like, full-face or almost so, is the desired one in introducing a new personality. When the subject is well-known, an unposed picture, as compared with a posed one, has twice the reader appeal . . . encourage amateurs. Remember that one of the 45 million Americans who own cameras may some time come up with a top news picture because of an editor's courtesy and patience.

"Who? Me?" When the selection committee singled out 18-year-old Ruth Tolman of St. Cloud to reign as 1947 Minneapolis Aquatennial queen, Russell Bull, Minneapolis Star photographer, caught the never-to-be-forgotten thrill. Bull's picture recently won first place in the metropolitan feature class at the spring Minnesota Associated Press meeting. Fourteen Minnesota editors selected prize-winning classification pictures from nearly 100 pictures.

* * *

THERE'S nobody in New York who likes the circus better than Doc Skinner, *New York Journal-American* vet cameraman, and when the Big Top hits the Big City, Doc is right there shooting pictures in the sawdust arena in Madison Square Garden. But he had his troubles this year. He made a shot of the chimpanzee on roller skates one night and it turned and chased him. The crowd went wild, and this unscheduled act stopped

ABBEY FLASH PRINTER



Here for the first time is a radically new way of making contact prints . . . so new that thousands have expressed amazement at its accomplishments. Imagine, if you can, an all-metal contact printer with *built-in timer* . . . small enough to carry in a brief case or gadget bag, yet large enough to print post cards . . . a printer that gives you perfect, white borders, yet dispenses entirely with trimming boards . . . that lets you work in an ordinary lighted room with Azo, Velox or Convira contact papers. Guaranteed for life . . . yet costs only $8.80.

Use it in your own or friends' living rooms. Take it with you on trips. Make prints for fun or profit. *They cost less than 1¢ made the Flash Printer way!*

Built-In Timer

Never before has an automatic, electrical timing unit been built into a contact printer! Makes it easy to measure exposures *accurately*. No more guessing. The Flash Printer timer does the measuring for you. A feature not found in any other amateur contact printer! (Pat. Pend.)

Weight 22 ounces. Works on 110v AC or DC, 32½ watts.

Ask your Dealer to put on a Factory Sponsored demonstration. If your dealer does not sell the Abbey Flash Printer, ask him to get it for you, or send direct to Factory.

USE HANDY COUPON BELOW

ABBEY CORP. 9-47
United Nations City
1st Ave. at 47th St., New York 17, N. Y.

Please ship.....Abbey Flash Printers at $8.80 each. I enclose check or money order to cover.

Name.....

Address.....

City.....State.....

DEALER'S NAME.....

PUBLIC LIBRARY

IT'S GAMERMAN'S for CAMERAMEN

3816 Eastern Avenue, Baltimore 24, Maryland
We require a 10% deposit on C.O.D.'s

PRESS CAMERAS

All new Anniversary Miniature Graphic, Wollensak F4.5 Coated, CRF $200.00
New Ramlose 4x5 Press Camera 87.50
w/6½" F4.5 Ilex Paragon in Acme Synchro & CRF 250.00
New B&J Press 4x5, Woll. F4.5, CRF, Flashgun, Case, 6 D.C.F. Holders 249.50
6x9 & 9x12 Cameras ..... Write for Listing

OUT OF SURPLUS —AT SENSATIONAL SAVINGS
Bell & Howell Film Scoring Viewer. Projects 16mm on screen 12"x18". Forward & Reverse. Ideal for editing, viewing, visual education, sales, etc. Cost Gov't over $300.00. Our price, brand new $99.50

SPECIALS

Brand New National Coldlite 4x5 Enlarger, less lens. Was $175.00. Close-out ..... $ 89.50
FOB Baltimore.
56" "Testrite" Wood Tripod—For Graphic or heavy cameras 7.95
$140 New Printex 4x5 Press Camera w/German F4.5 lens in Compur O.S. 100.00
$100 New Printex 2¼x3¼ Press Camera w/German F4.5 lens in Compur O.S. 69.95
$15.95 Acro 2x2 Slide Projectors 9.95
$23.50 DeJur Critic Meters—Like New 14.95

35mm CAMERAS

Agfa Memo F5.6 ..... $ 25.00
Mercury I, F3.5, w/case 27.50
Mercury II, F2.7 ctd.—Like New 49.50
Leica III, F3.5 Elmar, w/case 175.00
Argus Color Camera, F4, w/case 32.50
Weltini, F2.8 Schneider-Xenar, Compur Rapid, CRF, w/case—Like New 115.00
NEW Perfex DeLuxe, F2.8 ctd., w/case 85.00
NEW Kodak 35, F4.5 ctd. 43.87
NEW Leica IIIC, F3.5 Elmar ctd. 332.50
NEW Leica IIIC, F2, Summitar ctd. 448.00
Foth Derby F3.5, 1/500th shutter 30.00
½ of 127 Falcon, Woll. F3.5, w/case 25.00

REFLEX

Rolleicord I, Triotar F4.5 in Compur $100.00
Rolleiflex Standard, F3.5 Tessar in Compur 1/500, w/Case, Rollop Adapter, Set Proxars, LS & Filters 185.00
First Reflex, F3.5, 1/300 shutter, w/case 50.00
Wirgin Reflex, Triolar F4.5, w/case 39.95
Pilot 6 Reflex, F6.3, w/case 24.95
Exakta B (127) F3.5, 12 sec. to 1/1000 ..... 90.00
Exakta (127) F3.5, to 1/1000th 80.00
Exakta Jr. (127) F4.5, to 1/500th 65.00
Graflex B, S.B. 2¼x3¼, F4.5 w/FPA 69.95
Graflex B, R.B., 2¼x3¼, F4.5 w/FPA—L.N. 115.00
Graflex B, S.B., 3¼x4¼, F4.5 w/FPA 89.95
Autograflex 4x5, F5.4, D.E. 125.00
Graflex B, R.B., F4.5, 3¼x4¼ 89.95

ROLL FILM CAMERAS

120 Voightlander Bessa, F3.5 in Compur Rapid, CRF $110.00
½ 120 Baldax, Zeiss F3.5 in Compur—Fair 39.95
½ 120 Voightlander Baby Bessa, F3.5 in Prontor 39.95
½ 120 Welta, F4.5 in Compur 40.00
120 Super Ikonta C, F4.5 Tessar, Comp., CRF 110.00
616 Super Ikomat F4.5 Tessar, Com. Rap., CRF 125.00
120 Zeiss Ikon, F4.5 in Compur—Excellent 50.00

MOVIE EQUIPMENT

NEW Briskin 8mm Magazine F2.5 ctd.—$99.50; F1.9 ctd. $122.50
NEW Kodak 8mm "25," F2.7 ctd. 58.33
NEW Revere Magazine 8mm, F2.8 ctd. 127.50
NEW 16mm Cinklox, F2.5 Woll. ctd., w/Case and 100' roll of Ansco Color Film 80.00
NEW Keystone K-8, F2.5 ctd. 64.50
NEW 16mm Kodascope 16/20, F1.6 ctd., w/c. 245.00
NEW Excel "Apollo" 8mm 300 Watt Projector, 400' Reel 37.50
NEW Revere 85 DeLuxe 500 Watt Projector 120.00
NEW Defur "1000" 8mm DeLuxe Projector, w/case, 750 to 1000W. 174.00

NEW ILEX LENSES ARE OUR SPECIALTY!!
Every size and shutter for immediate delivery.

	F4.5 in Acme	F4.5 in Acme Synchro
5½"	$ 81.30	$119.05
6½"	85.20	123.00
7½"	98.30	136.10
8½"	120.65	153.75
10"	163.90 in Universal Shutter	
12"	196.65 in Universal Shutter	

Coated prices slightly higher

WAR SURPLUS — LIKE NEW

16mm 400' Reels (Plus 20c postage), 6 for ... $1.49
16mm 1600' Cans, Brown Crackle Finish, Ea. ... 1.00
16mm 1200' Reel and Can Combination, Per set 1.95
16mm 800' Reel and Can Combination, Per set 1.25

EXTRA SPECIAL

NEW Surplus 8½' Square Wall Screens, Silver Surface, Dark Green reverse side. Ideal for projection, or Portrait background. While they last $29.95
Same Screen as above, USED, but USABLE 14.95
NEW 52x70 Beaded Glass Screen on Spring Roller 14.95
NEW 52x70 Beaded Glass Screen on Gov't Surplus Tripod 22.50
NEW 30x40 Beaded Glass Screen on Spring Roller 6.95

Morton Accessory Lenses—Wide Angle and Telephoto—For most all 8mm, 16mm, and 35mm Cameras. Priced from $24.50. Write for Pamphlet.

SPECIAL SURPLUS SAVINGS ON LENSES

AS NEW 161mm Kodak F4.5 Anastigmat Lenses in Barrel, Click Stop Diaphragm $ 35.00
6" Bell & Howell Eymax Telephoto, w/Filter 100.00

ATTENTION ART STUDENTS
Large selection of 8 and 16mm Art Films, priced from $3.49. Write for Catalog.

the show. Now Doc says that after all that applause he's thinking of putting his camera on the shelf and "joining up."

* * *

ENCYCLOPAEDIA BRITANNICA and the University of Missouri School of Journalism have merged their annual news photo contests. Each has held separate contests in news photography for four years. The Britannica contest and the University of Missouri "50-Print Exhibition" will be merged, with 100 outstanding prints to be included in an annual book showing their choice of the best photographs in news, sports, and features.

Marie Kezer, 22, of North Weymouth, Mass., brunette professional model, was acclaimed photogenic queen of the Press Photographers Association of Boston at the annual dinner and ball. Miss Kezer was presented the Loretta Young trophy in behalf of the association by Miss Judy McGrath of Chestnut Hill, winner of last year's contest. The judges were Clarence Finn of the Boston Post, president of the association; Mal Dodson, publicity director for Atlantic City; James Gardner, New York public relations counsel; and Melvin Massucco, picture editor for Hearst interests in Boston.

* * *

WHEN the smallpox deaths broke into the news in New York City recently, a campaign was started to vaccinate all grownups against spread of the disease. Vaccination stations were set up in hospitals and police stations. The first group was a number of girls who were jabbed in the arm by Commissioner of Health Dr. Israel Weinstein. Photographers showed up to record the event, for publication of the shots would stimulate the safety measure drive in a hurry. Then someone popped the question: "Why aren't there any males in the line?" No reason for the lack was given, so one of the photographers, Ray Howard of the *Journal-American,* set his camera down and took up his position in the center of all the gals, his arm raised and his sleeve rolled up. The shot in the arm came, the bulbs from the other cameramen popped, and Ray became the first man in the city to be vaccinated against the germ. Ray's nice gesture saved the day for the city's "stronger" sex.

* * *

THE first picture to be placed in the Kent State University News Photography Hall of Fame at Kent, O., will be "Striker Down," taken by Dominick Ligato, *Philadelphia* (Pa.) *Bulletin* staff photographer. The Hall of Fame will be

For Stereo Pictures It's

STEREO-TACH

There's nothing in photography so *startlingly beautiful* and *life-like* as 3-Dimension pictures made with the *Stereo-tach*—the stereoscopic attachment that fits almost all cameras.

The Stereo-tach

Transparency Viewer

With the *Stereo-tach*—
- **You make a stereoscopic pair simultaneously!**
- **There's no transposing!**
- **There's no special mounting!**

Outfit #101—Stereo-tach and 35 MM Transparency Viewer #103 (for transparencies, with 35MM cameras) **$22.50***

Outfit #100—Stereo-tach and Print Viewer #104 (for stereo prints 2¼" x 4¼", with both 35MM and other cameras) **$16.25***

*Plus Tax

And now—for 3-dimension projection, the **STEREO-FLECTOR—Just Out!**

If your dealer cannot supply, write direct to

ADVERTISING DISPLAYS, INC.
Dept. P-9 **Covington, Kentucky**

PUT *Your Name* ON YOUR EQUIPMENT

With

Personal I-D-CALS

NOW YOU CAN IDENTIFY YOUR EQUIPMENT the way manufacturers do . . . with decal transfers. Personal I-D-Cals are durable decals with name printed in rich gold letters ⅛" high, sandwiched between tissue-thin layers of tough, transparent, lacquer film. They adhere to wood, metal, glass, plastic, leather, and photo emulsions. Simply wet, slide on, and let dry.

ON CAMERAS, CASES, HOLDERS etc., I-D-Cals look professional and protect against loss. They also advertise your business. (**Commercial** and **News** photographers put own name on one side of holders, company name on other side.) Try I-D-Cals on prints for novel signature effects. Set of fifty, name only . . . $2.75. Second line for address (not over 22 letters) . . . $1.50. Three lines . . . $5.00.

•

HOLDER NUMBERS in matching gold, ¼" high. Choice of 1-24, 25-48, 49-72, 73-96. Each set of twenty-four . . . 60c.

•

PLEASE PRINT NAME CLEARLY (USE MIDDLE INITIAL ONLY)
ORDER TODAY. REMIT WITH ORDER

P. O. BOX 222-F **I-D-CAL CO.** INGLEWOOD, CALIF.

TOP QUALITY FINISHING AT LOW PRICES!

35 M Fine Grain Developed, Vaporated 36—3¼x4½ VELOX prints, only. **$1.00**
18 exposures ..... **65c**; 20 exposures **75c**

8 exposure roll developed and printed same size as negative or oversize, only **25c**

SMITH PHOTOGRAPHIC SERVICE is a highly perfected service for your films. It is not "assembly line" work. It is a personalized operation done by a select group of workers, trained in modern finishing technique.

FAST Service and quality work guaranteed or your money refunded. Write for sample print, mailers and price list.

SMITH PHOTO STUDIOS
8 Saint John Street **Plains, Pennsylvania**

COLOR PRINTS

On Printon 2¼x3¼ from 35 MM to 2¼x3¼ Transparencies. 4x5, 70c. Fast Service. ea. **35c**

GLOBE
P.O. BOX 786, NEW BRITAIN, CONN.

established in the school's new student union building. The photograph, selected as the News Picture of 1946 by a poll of press photographers from all over the country, was taken during a melee between police and strikers in Philadelphia.

* * *

A NEWSPAPERMAN who likes to tinker with radios used his hobby to help solve one of the major bottlenecks in journalism—the problem of getting news photos quickly from the scene of the story.

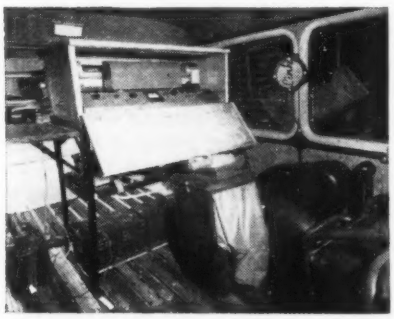
John Reidy, head photographer of the *New York Mirror,* is the experienced newsman who drew on years of spare-time radio work to develop a darkroom-transmitting station that is carried in one of his paper's jeep station wagon assignment cars.

Using his equipment for the first time to cover a spot news assignment, Reidy delivered finished prints in exactly 16

Chief Photographer John Reidy (left) of the New York Mirror and INP engineer Charles Smith prepare to transmit photographs from their mobile darkroom in Central Park to the office 9 miles away.

minutes to his editor, nine miles from City Hall, where photos were taken of ceremonies welcoming Mexico's President Miguel Aleman.

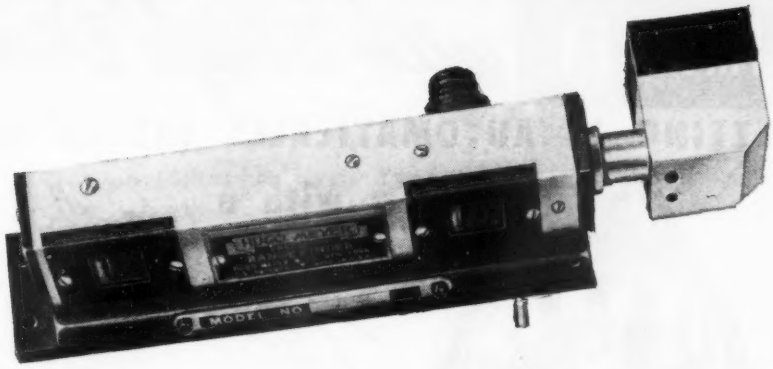
Instead of dispatching undeveloped negatives by motorcycle courier, who would make his way slowly through



Compact unit allows finished print to be put on editor's desk 16 minutes after picture is made. Soundphoto unit is powered by 15-watt transmitter. Two-way radio-telephone keeps points in touch.

heavy traffic, Reidy simply flashed his pictures to the newspaper through a compact Soundphoto unit, operating on an experimental wavelength. All the while, he was in constant communication with his paper through a two-way radio-telephone, regular equipment in the *Mirror's* jeep wagons.

As his apparatus is assembled now, Reidy takes four by five inch film-packs



HUGO MEYER *Cam-Coupled*

PRECISION RANGE FINDER

PRESS MODEL

Preferred by Professionals and News Photographers

Available on all Graphic cameras including

New Crown Graphic New Speed Graphic

Also on

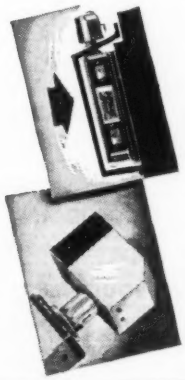
Busch Pressman; Brand; Meridian; B & J; Watson and most other Press-Type Cameras. Also Available for Installation on most foreign film-pack Cameras.

Press Model

$38.50 tax incl.

Installation $3 on most press-type cameras

Specify the Hugo Meyer Cam-Coupled Range Finder on your camera, and enjoy easy, instantaneous, *accurate* focusing. The Hugo Meyer Range Finder has two brilliant squares—one yellow, one white—easy to find, easy to coincide. Because it is specially designed for, and adjusted to, the focal length lens of your camera, the Hugo Meyer coupled Range Finder gives you precise synchronization at every point.



Encircling Bracket Protects Range Finder

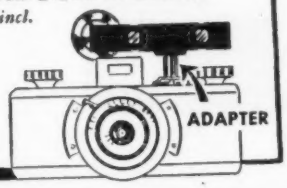
The encircling bracket guards the Range Finder and supports the synchronizer and slide attachments without strain on the range finder, eliminates possible distortion of Range Finder Case and resulting synchronization error. **$1.65**

"Focalite" Available for Installation Now

The "Focalite" can be installed on any Hugo Meyer Range Finder—standard or press models. This excellent camera accessory simplifies focusing under the most adverse light conditions by projecting two light beams—one stationary, one movable—through the optical system of the Range Finder onto the object to be photographed. **$15.00** *tax incl.*

POCKET RANGE FINDER. Enables you to get those critically sharp pictures. For use with any camera. Can be held in the hand or attached to your camera. Covers range of from 2½ ft. to infinity. Also available with meter scale. **$12.50** *tax incl.*

HEIGHT ADAPTER, for use on Kodak 35, Monitor, Mercury II, and all cameras where surface obstructions prevent use of range-finder directly on top of camera. **$.50**



Meyer

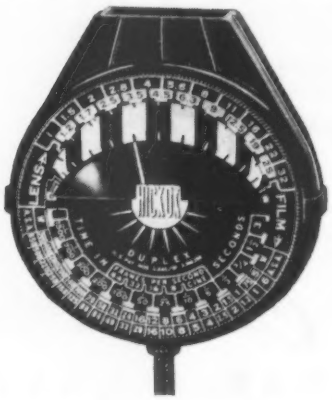
Hugo Meyer products sold at your photographic dealer's. Write for literature on items which interest you.

HUGO MEYER & COMPANY, INC.

39 WEST 60th STREET • NEW YORK 23, N. Y.

SIMPLIFY *with Single Dial*

SETTING IS AUTOMATICALLY INDICATED



with a HICKOK

DIRECT READING

DUPLEX

EXPOSURE METER

Why not use an exposure meter that gives you an *accurate* reading *at a glance*. No multiple dials to adjust and read. No computing. DUPLEX—for both movies and stills. Indicates the F-stop directly. Have more time to set your camera, to frame your picture, to *enjoy* your photography. Use a Hickok—the really simple exposure meter. Correct light acceptance—you don't have to shade it. It's accurate, and you'll like its vest-pocket smallness too. *Fully* manufactured—by Hickok—specialist in finer instruments since 1910. See your dealer, or write for literature.

THE HICKOK ELECTRICAL INSTRUMENT COMPANY

10581 Dupont Avenue • Cleveland 8, Ohio

Learn *Glamour* Photography

BY MAIL

All the Hollywood secrets of glamour technique, including the 34 basic glamour poses, make-up, lighting, costuming. Authentic, thorough . . . the *original* glamour photography course. Learn how to make plain, ordinary girls gorgeous . . . glamorous. Mail coupon for full details TODAY.

Harrison STUDIOS

6404 Sunset Boulevard
HOLLYWOOD 28, CALIF.

Name .....

Street .....

City ..... State .....

HARRISON STUDIOS • 6404 SUNSET • HOLLYWOOD

MOVIE EQUIPMENT

Bolex H-16 with frame counter	$282.50
With f1.9 Kodak (C)	364.17
CINKLOX 16mm camera, f2.5 coated (new) Reg. $76.15; special $65.00 with case	73.00
KEYSTONE 8mm K8, f2.5 coated, new	64.50
With case	67.50
CINE MASTER II, 8mm f2.5 coated, new	66.65
With case	69.50
REVERE 8mm, "85" projector (NEW)	120.00
With case	123.50
DE JUR "1000" 8mm projector (NEW)	159.00
AMPRO A-8 8mm projector & case (NEW)	168.00
AMPRO Premier "10" 16mm sound projector, (L. N.)	375.00
CRAIG 8mm editor only, (New) $37.50; complete editor outfit, (NEW)	47.50
B&H 8mm turret f2.5 lens T.H.C., compartment case (NEW)	178.78

METERS

GE exposure meter DW-58 (latest model) new	$19.95
DE JUR Auto Critic & case (New) reg. $25.75	15.95
DE JUR 5B (new)	12.85
WESTON Master II (New)	29.67

Used Meters from $8.95 & up!

AMATEUR EQUIPMENT

Univex Mercury II, f2.7 (C) ER case, flashgun (demonstration model). SPECIAL	$ 74.50
Ikoflex III, f2.8 Tessar, Heiland "S" flash & ER case, (L.N.)	375.00
Kine Exakta, 35mm, f2 Xenon, ER case (L.N.)	300.00
Exakta "B" f3.5 lens & ER case (exc. cond.) (New)	99.50
Speedex 2¼x2¼, f4.5 lens	45.00
With ER case	50.00
Meteor 2¼x2¼, coated lens (New)	15.00
With case $20.00; flashgun	7.30
Arcap DOUBLE 2½x3½ cut film holders and sheath (new)	3.62

Ansco color 120 . . . 620 $1.10; 16mm
Ansco color 100′ $7.90
Ansco color & Printon Material Available

FOLLOW-FOTOLITE with reflectors	$ 7.95
Less Reflectors	5.95
ELEKTRA SPLICEMASTER (welds your film)	29.50
Cine Bool Fader (for 8 & 16mm cameras)	32.08
Rewinds (for 8 & 16mm)	3.95
Nat. Graflex f3.5 lens, & ER case (L.N.)	89.50
New Pacemaker 2¼x3¼ "23" f4.5 Ektar (c) supermatic-synchro, Kalart R.F., complete	263.26

The CAMERA PLACE Inc.

101 West 51st Street (AT RADIO CITY) • NEW YORK 19 NEW YORK

Also: 1295 SIXTH AVE. (NEAR RADIO CITY) N. Y.

from his press camera and, using an especially devised darkroom cabinet, has dry negatives in less than two minutes. His 15-watt Soundphoto transmitter, placed in a lead-lined cabinet, needs only five minutes to move an entire negative to the receiver atop the *Mirror* building.

The pictures transmitted were of such high caliber—comparing favorably with standard Soundphoto, Wirephoto, or Telephoto coverage—that the *Mirror* used an entire page of various poses.

* * *

SOME photographers will take the most unusual chances to get that most unusual picture—but if you will follow Leonard D'Attolico's advice, you won't press Dame Fortune too much and too far. D'Attolico, a 26-year-old former Army parachuter, owned a 16 mm motion

Sonnee Gottlieb—INP

Former paratrooper Leonard D'Attolico (with 16 mm movie camera) is stopped by Officer Hugh Matthews after he parachuted from a plane and took movies of New York City while floating to earth. Parachutes and packs are in foreground.

picture camera. By his own admission, he was a "camera bug." He decided he wanted to take a picture which had never been taken before—a shot of Manhattan's Times Square while floating down in a parachute. So he hired a plane and pilot, climbed out onto the wing of the plane while the ship was passing over the Empire State Building, adjusted his camera, and took the leap. He landed in the back yard of a West Side tenement house, and the police came in and arrested him. He was charged with violation of a section of the Sanitary Code which states that "no person shall knowingly, carelessly, or negligently do or contribute to the doing of any act dangerous to life detrimental to the health of any human creature."

* * *

A COURSE in photography will be offered this fall by the Syracuse, N. Y. University School of Journalism. The first semester of the course will develop basic theories; the second semester will be devoted to practice work, including assignments for University publications. The present photographic laboratory, now housed in the basement of the School of Journalism, will be moved into a new prefabricated building. New equipment to be installed will include five enlargers, 12 cameras, and darkroom apparatus.

The Magazines

(*Continued from page 16*)

around with IKE VERN on assignments for *Collier's, Liberty, Holiday,* etc.

Ike is always running short of a model. Once he used Dick as a man buying a $2,000 illuminated manuscript in Boston. (*See picture on pg. 65, this issue*—Ed.) In Oklawaha, Florida, Dick was a card-playing, smoking, drinking local character—in spite of the fact that he does none of the three. Dick's latest personal appearance is in the role of an amateur photographer at the circus. "It's just that I'm a cheap model," he says, modestly.

* * *

MARJORIE COLLINS, back from a two month assignment to Africa which got stretched out to a year, reports on a tiny territory called Ruanda. It sounds like a photographer's paradise.

Between Uganda and the Congo, Ruanda is dry and cool (wonderful for both your complexion and your emulsion), as well as photogenic. It boasts native boys who carry cameras all day for a franc or four cents. Beads aren't any good for bargaining there, but burned-out flashbulbs are better exchange than money. We're thinking of importing some of these chaps as strobe-unit bearers.

On her return, little Marjorie learned that while she was in Egypt, she had almost become a *casus belli*, or at least a *cause celebre*.

J. C. Olson

Dick Tucker, whose photo above shows him a dead-ringer for Bruce Downes, Eastern editor of Popular Photography, has built himself a successful career as a candid photographer of the theater and ballet. A starving architect for seven years, in Hollywood, Paris, and Boston, Dick started taking a Leica with him to theaters in Rome and Paris. Getting hungry one day in 1933, he began to peddle the pix—and soon was hitting *Stage, Vogue,* and *Town and Country.* Dick shoots during actual performances, dislikes setup shots. By now, his bulging files are a gold mine—and this is a good tip to some enterprising book publisher. So far, only the Harvard Library has realized the value of his pictures, and has bought several portfolios of them. [*For a complete article by Richard Tucker on "Stage Shooting" see page 53, March, 1945, Popular Photography.—Ed.*]

She had tried desperately for a week to photograph King Farouk. At last she got

plus value

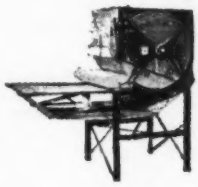
More than a liberal price policy, modern merchandising must include friendly and dependable service, and the guarantee of satisfaction, as well.

Any photographer beyond the casual snap-shot stage will find well worth his while the effort it takes to request our mailings, and to consider such choice offerings as these:

90 mm f6.8 wide-angle Graflex Optar lens assembly—indispensable for the all-around commercial, press and free-lance photographer, and offered only by Sterling-Howard at such precedent-shattering prices! Assembly includes Graphex shutter (to 1/400), Graflex solenoid flash tripper, 4x4 lens board, all brand new, for only $69.50

7" f2.5 Kodak Aero-Ektar lens—ideal for sports, nature study and portraiture, where scarce light requires maximum speed. We've sold dozens—the country's leading photographers endorse them enthusiastically! 4x5 coverage, lens-coated, click stops, aerial-photo sharpness. Government cost over $250. Our price, used and in excellent condition, only $59.50
Same lens brand new 79.50
4x4 metal lens board, threaded for above lenses 3.95

20" f5.6 Bausch & Lomb Telephoto lens—real long-shots without special camera rigs on 4x5 Speed Graphics! Latest syndicated sports photography features pictures made with these lenses. Swell for nature study and portraiture, too. Needle sharp, good coverage—made for 5x7 aerial cameras, cost was over $400; our price, used and in first-class shape, only $119.50
4x4 metal lens board, threaded for above lens 3.95
4" metal extension tube, for close work (under 18') with 14" bellows 9.75



Pako Liberty electric dryer—no toy, but real production equipment for the modern studio. Save half the usual cost! 1/20 HP DC motors. 26" cane-padded stitched-canvas belt, handles up to 300 8x10 prints per hour. Don't let this unusual value pass you by! Brand new, only $165.00

8x10 Simmon Omega Professional enlarger (type NF)—the finest of its class! Typical Omega heavy, angled, truss-braced construction, on a caster mounted base. Auxiliary waist-high table for easel support. Roller-bearing slides heavily counter-weighted. Universal-jointed bellows crank. Even, fast printing, cold-light fluorescent enlarging head. Special f6.3 enlarging lens included. Many, many more features. True "plus value," worth over $900. A beautiful bargain, brand new, only $465.00

9x10 Abrams A-6 Argon-lite printer—extreme light-dodging control with 20 independent toggle switches regulating the cold-light argon blue lamps, with master micro-switch in platen lock for print exposure. White light on separate switch for viewing and flash exposure. Orange-red neon safe-lamps. Ball-swivel mounting for even platen pressure. Ground-glass diffuser below heavy clear-glass print surface. This handsome compact printer cost the Army $237; you can add it to your darkroom, brand new, for only $49.50

All merchandise listed subject to prior sale.
COD's with 10% deposit; unless noted, FOB—NY.
Include 2% sales tax for New York City delivery only.

Keep posted—read the Surplus News Letter. Send for it now; there's no charge, from:

***Sterling-Howard* CORPORATION**

1900 Monterey Avenue, Dept. P479, New York 57, New York

We Offer...

- ONLY BEST QUALITY CAMERAS
- BETTER TRADE-IN ALLOWANCES

I. LEICA CAMERA BARGAINS

1. Leica Standard, f3.5 Elmar ..... $ 79.50
2. Leica II (cpld. r.f.), f3.5, $135.00; f2 ... 175.00
3. Leica III-A, f3.5, $175.00; f2 ..... 235.00
4. New Leica III-C, f3.5 coated Elmar 297.50
5. New Leica III-C, f2 coated Summitar 392.00
6. 250 Exposure Leica, f3.5 Elmar L.N. ... 285.00

II. 35mm CANDIDS

1. Contax I (all speeds) f3.5 C.Z.T., $139.50; f2.8 C.Z.T., $149.50; f2 Sonnar $175.00
2. Contax II, f3.5 C.Z.T., $215.00; f2.8, $235.00; f2 Sonnar, $275.00; f1.5 ... 345.00
3. Contax III, f2 Sonnar, $315.00; f1.5 ... 349.50
4. Minox 125.00
5. Kodak Retina I (chrome), f3.5 Ektar 75.00
6. Retina II, f2.8, $149.50; f2 Xenon 165.00
7. Dollina II, f2.9 Schneider, $95.00; f2.8 C.Z.T., $119.50; f2 Xenon 135.00
8. Super Baldina, f2.9 (cpld. r.f.) 95.00
9. Weltini f2.8 C.Z.T., $145.00; f2 Xenon. 165.00
10. Robot II, f2.8 C.Z.T., $110.00; II, f2 Biotar 139.00
11. Mercury I, f3.5, $29.50; II, f2.7 ..... 49.50
12. Perfex "55," f3.5, $55.00; f2.8 ..... 69.50
13. Perfex "Deluxe" f2.8 ctd. Woll., case .. 99.50

Everflash II Strobelite Complete with charger, bulb, reflector, gun, carrying case. $185.00; tax $12.50

III. RANGEFINDER CANDIDS

1. R.F. Foth Derby, f3.5, $55.00; f2.5 ... $ 62.50
2. Zeiss Super Ikonta A, f3.5 C.Z.T., $125.00; B, f2.8 C.Z.T., $185.00; C, f3.5 C.Z.T. 185.00
3. Zeiss Super Ikonta BX f2.8 C.Z.T. 249.50
4. Weltur f2.8 C.Z.T. in Comp.-Rap. 149.50
5. Rangefinder Bessa, f3.5 in Comp.-Rap. ... 110.00
6. Rangefinder Duo 620, f3.5 in Comp.-Rap. 155.00
7. Super Kodak 620 ("Electric Eye") 195.00
8. Plaubel Makina II (chrome), f2.9, acc. .. 195.00
9. Medalist I, $169.50; II 219.50
10. Kodak Bantam Special f2 Ektar 145.00

IV. REFLEX CANDIDS

1. Zeiss 35mm Contaflex, f2.8 C.Z.T., $299.00; f2 Sonnar, $349.50; f1.5 ... $399.00
2. 35mm Kine Exakta, f2.8 C.Z.T., $275.00; f1.9 Primoplan, $325.00; f2 Zeiss Biotar 345.00
3. 35mm Praktiflex, f3.5 Victar, $129.50; f2.9 Victar, $155.00; f2 Xenon, $195.00; f2 Biotar 225.00
4. Pilot Super, f3.5, $59.50; Pilot "6" f3.5 42.50
5. National Graflex II, f3.5 B&L Tessar 79.50
6. Rolleicord, f4.5, $95.00; f3.5 ..... 145.00
7. Sport Rollei, f3.5 C.Z.T., $135.00; f2.8 169.50
8. Standard Rolleiflex, f3.5 C.Z.T. 185.00
9. Automatic Rolleiflex, f3.5 C.Z.T. 275.00
10. Voigtlander Focusing Brilliant, f3.5 .... 129.50
11. Voigtlander Superb f3.5 Skopar 145.00
12. Zeiss Ikoflex II, f3.5 C.Z.T. 195.00
13. Zeiss Ikoflex III, f2.8 C.Z.T. 325.00
14. Primaflex, f2.8 Meyer 175.00
15. Exakta B, f3.5 C.Z.T., $115.00; f2.8 C.Z.T. 139.50
16. Night Exakta, f1.9, accessories 199.00
17. Reflex Korelle I, f3.5 Victar, $110.00; f2.9 Victar, $129.50; f2.8 C.Z.T. 175.00
18. Reflex Korelle II, f2.8 C.Z.T. 199.00

V. PRESS CAMERAS

1. 2¼x3¼ or 3¼x4¼ Voigt. Avus, f4.5 Skopar, 3 hldrs., f.n.a. ..... $ 65.00
2. 2¼x3¼ Linhof Standard, f4.5 C.Z.T. ... 125.00
3. 2¼x3¼, 3¼x4¼ and 4x5 Speed Graphics with f4.5 lenses, cpld. r.f., flash, etc. 195.00
4. 2¼x3¼ or 3¼x4¼ R.B. Graflex B. ... 95.00
5. 3¼x4¼ Graflex D, f4.5 ..... 149.50
6. 4x5 R.B. Graflex B, f4.5, $115.00; "D" 159.50
7. 5x7 Linhoff f4.5 C.Z.T. hldrs, case, etc. 265.00

VI. LEICA LENSES

1. 50mm f1.5 Xenon, New $249.50
2. 90mm f.4 Elmar, coated, New 141.75
3. 90mm f.4 Elmar, Like New 99.50
4. 127mm f4.5 Am. Leitz ctd., Like New. 135.00
5. 135mm f4.5 Hektor cdt., New, $213.50; L.N. 155.00
6. 135mm. Hektor and 200mm Telyt with reflex focusing housing, case 375.00

VII. CONTAX LENSES

1. 2.8cm f8 Tessar Wide Angle $125.00
2. 3.5cm f2.8 Biogon Wide Angle 250.00
3. 8.5cm f4 Triotar, $150.00; f2 Sonnar ... 275.00
4. 13.5cm f4 Sonnar 175.00
5. 30cm f8 Tele-Tessar 250.00
6. 8.5cm f2 Sonnar (Contaflex) 250.00
7. 13.5cm f4 Sonnar (Contaflex) 195.00
8. 18cm f2.8 Sonnar with Flektoscope (L.N.) 550.00

VIII. NEW MOVIE LENSES
FOCUSING MOUNT

1. Regular f1.9 Woll. (8mm) ctd. $64.50
2. 1½ in. f3.5 Woll. Tele (8mm) 49.50
3. 1½ in. f4 Dallmeyer (8mm) 39.50
4. Regular f1.5 Woll. ctd (16mm) 66.50
5. 17mm f2.7 Woll. W. A. (16mm) 56.55

NOTE: All above items Like New unless marked NEW.

Top Prices Paid FOR CAMERAS, LENSES, ETC.

BOYLSTON CAMERA EXCHANGE

42 Bromfield Street Boston, Mass.

10-Day Free Trial

an appointment to see and photograph Sidki Pasha, who promised to line up the King. So Marjorie cabled this success to her agent: "Shooting Prime Minister tomorrow; King pending."

* * *

MORRIS GORDON tells on the meanest photographer we've heard of yet. This bird roosts in night clubs and makes a habit of getting chummy with the girls who flash those terrible "candids" of the customers. While fingering their cameras, this fellow winds up the back curtain shutters on their Graphics—and then gloats as the mystified gals keep coming back frantically for retakes.

* * *

Fifty cent "Portraits" by PHILIPPE HALSMAN, VICTOR KEPPLER, JOHN RAWLINGS, MARTIN MUNKACSI and other high-priced "artistes," were featured at the magazine photographers' party in SARRA's New York studio.

One of Sarra's old "Men of Distinction" sets was gagged up for the purpose. The camera used was an ancient tintype box synchronized with strobe lights at 1/5000 second.

Mastermind of this great development in photographic art was DAVID B. EISENDRATH, JR., head of the technical committee of the ASMP. He prepared for it by figuring out the Weston rating of tintype film for the first time in history—it came out to .07!

ALLAN GOULD was barker for the event, while cooperative sitters included picture editors, stage and entertainment folk, and about 100 photographers who normally collect fat fees for being on the other side of the lens. The ASMP planned the party for about 200 guests—and wound up with 450. The poor devils who got the assignment to cover it: JAMES HANSEN of *Look*, a man from *P.M.*, John Hugelmeyer for the new *Photography*, and Phil Schultz, who was shooting a movie for the Tex McCrary and Jinx Falkenberg television show—had to operate under the noses of 446 kibitzers—all of them professionals. WEEGEE, at home in New York crowds, added footage to his Big City movie, manipulating his Bolex, his exposure meter, and his cigar, like a Coney Island juggler.

* * *

As a sidelight on the ASMP party, we present the case of poor SAM VANDIVERT. Sam got his toughest assignment to date: to bring in one of those umbrella-covered hot dog and lemonade pushcarts, complete with vendor, to serve the guests. He started interviewing on Third Avenue and worked out an approach. He'd buy a hot dog and lemonade, and work subtly around to suggesting that the proprietor bring his dog wagon to the party.

The first one apologized, told Sam he was allergic to cameras and gave Sam a hot dog and lemonade gratis. The next one was independent—he could make more money on the street. "But no hard feelings," he said. "Have a hot dog and a lemonade on the house."

Shifting to Second Avenue, Sam made the usual approach, forced down the routine course, and, loosening his belt, painted a glamorous picture of the ASMP party as a market for hot dogs. Wide eyed, the merchant pressed him for de-

35 MM FILM FINE GRAIN

DEVELOPED, VAPORATED AND ENLARGED

$1

MINILABS
STILL FIRST IN 35 MM
FINE GRAIN
FILM PROCESSING, DIRECT BY MAIL

36 exposure roll of film processed & enlarged to 3x4 inches $1.00

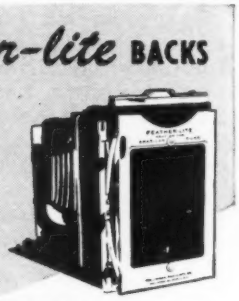
8 exposure rolls enlarged to approximately twice negative size for only 35c

Ask for Free Booklet Magazine, "Pictures"

MINILABS Inc.
ENGLEWOOD, NEW JERSEY
Box 485

Feather-lite BACKS

Slip on, Press Type BACKS for 6.5x9cm or 9x12cm cameras.
Uses Graphic Cut Film Holders.



$14.95
Incl. Tax

Convert your metric focusing scale to Feet with Feather-Scale for lenses from 90 mm to 203 mm. Each Feather-Scale supplies 10 focusing scales for various lenses.
95c, no tax

See them at your dealer or write:
HOLLYWOOD PHOTO MFG. CO.
313 Taft Building • Hollywood 28, Calif.

IN STOCK for IMMEDIATE DELIVERY

New 47 Crown Graphic 23. Complete $252.50
DEMORNAY-BUDD Dryer, Like New 69.50
MORSE Developing Tank Outfit, Like New ... 49.50
MORSE Modeling Light and Stand, L.N. 75.00
DEJUR VERSATILE II Enlgr. with f.4.5 Lens. 99.50
G. E. Exposure Meter and Case, L. N. 22.00
3C-LEICA f.2 Summar-Case, L. N. 348.00
WATSON Press 2¼x3¼, f.4.5 R.F. Flash .. 190.00
Model "1000" DEJUR 8mm Proj. & Case. .. 173.00
ARGUS C-3 Case-Flash, Coated Lens 70.33
MEDALIST II Case, Coated Lens, New 277.50
New 47 Speed Graphic 23 ..... 293.91
ROBOT I Chrome f.3.5, L. N. 79.50
GOERZ-DAGOR 12 in. f.6.8 Shutter 159.50
APOLLO 8mm Projector—Sensational Value .. 37.50
PRESS KING 4x5 Graphic type Camera 99.50
BELL & HOWELL Slide Master, Like New ... 199.50
VIEWLEX Slide Projector, Like New 50.00
SPENCER Fan-Cooled 300 watts 35mm Proj. .. 68.50
AMPRO 300 watt 35mm Slide Projector, L. N. 59.50

MAIL ORDERS PROMPTLY FILLED

Filmart
653 MAIN ST. BUFFALO 3, N. Y.

35 MM DEVELOPED & ENLARGED to 3¼ x 4½
18 Exposures . . 85c
Mercury 72 Exp. $2.50
Mercury 36 Exp. 1.25
FREE Mailer and Price List. Write to—

$1.25 36 Exp.

MANHATTAN PHOTO SERVICE
49 West 27 St., New York 1, N. Y.

tails. Sam lyrically described the virile photographers and luscious models, all of whom would be starving for hot dogs.

Regretfully, the hot dog man shook his head; he'd love to come; he loved parties—but his wife wouldn't let him stay out nights. "But I appreciate the invitation," said the man. "Please, do me the honor of having a hot dog and a glass of lemonade—on me."

After a whole afternoon of this, Sam staggered back to report his failure to the party chairman.

"Sam," said the chairman, "that leaves us in a hole. . . ."

Anyhow, that night Sam Vandivert wore a big white apron, stood over a hot grill, and cooked 500 frankfurters, every one of which he regarded as a personal enemy.

LOOK photo by Earl Theisen

A busy trader on the floor of the Los Angeles stock exchange, Sprague Talbott prepared for a blessed event about ten years ago by getting himself a movie camera. Before he'd had a chance to shoot it, someone heard that he was a photographer and asked him to do a job shooting some leg-art for publicity stills . . . and Sprague was a professional still photographer before the baby was even born. Since then, he's been a busy boy filling up several pages of each issue of *Look* magazine with color, fashions, and what-not. The old movie camera is gathering dust . . .

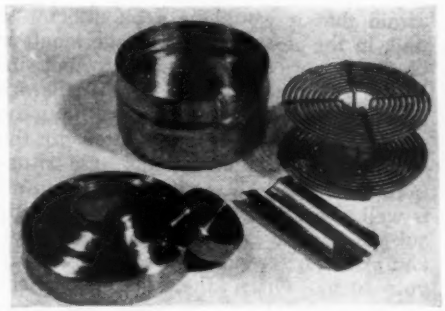
* * *

Progress footnotes—the photographic profession continues to advance in all sorts of little ways. For example, the forthcoming "Who's Who in the East" will probably list more photographers than ever. At least three working cameramen we know will be included are JOSEPH BREITENBACH, for his pictures of odors and development of color processes, and MORRIS GORDON and DAVID EISENDRATH for their pioneer work with speedlights.

* * *

Wrong cover girl. ROBERT CAPA'S autobiographical book, "Slightly Out of Focus," will be out shortly. It features his terrific war experiences, but with a lighter thread of his romance with an English girl, "Pinky," running through the book. The jacket shows Capa in the arms of a girl who is supposedly Pinky—at least Bob and the publishers thought so, until Pinky saw the picture. Then Bob remembered that is wasn't Pinky but some girl in Italy.—

11 *reasons why* 100,000 NIKOR TANKS *are now in use*



Nikor No. 35 develops 5 ft. 35 mm roll in only 8 oz. solution.

Easy Loading—Films slide smoothly and without effort into the stainless steel reels, which on all post-war models have a brilliant electro-chemical polish. Scratches and abrasions are almost impossible.

Quick Daylight Filling—The absolutely light-tight black stainless steel baffle of Nikor roll film tanks lets solutions pour freely in and out, in an average of six seconds.

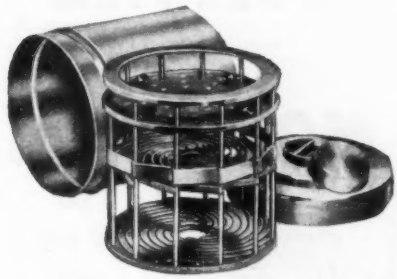
Free Circulation—The open center and continuous spacing of the spirals, both exclusive with Nikor reels, allows solution to flow freely and uniformly over the film, resulting in even and perfect development.

Thorough Washing—Films are completely freed from hypo in 7 to 10 minutes by running fast stream of water into open center of reels.

Uniform Agitation—When loaded, Nikor tanks are leak-proof, and permit any degree of manual agitation, preventing uneven processing which results from settling of concentrated developer, or over-development of outer spirals caused by merely rotating the reel.

Chemically Clean—The hard, polished stainless steel stays bright and clean. Old chemicals cannot collect in the tank or adhere to the smooth surfaces to fog films by contaminating subsequent solutions.

Rapid Drying—Successive films may be processed in the same Nikor tank without delay, by drying the tank by artificial heat.



Nikor cut film Model for negatives from 2¼x3¼" to 4x5".

Temperature Control—Uniform internal temperature can be maintained easily and accurately by placing the all-metal Nikor tank in a pan of water which is readily maintained at desired temperature.

Economy of Chemicals—Small and compact, only a minimum quantity of developer is required; yet no serious change in temperature occurs during development, as in odd shaped containers.

Long Lasting—Nikor tanks will last a lifetime. Their ability to stand hard usage rates highly with press photographers, explorers, and military services, as well as amateurs.

Ideal for Color—Impervious to all chemicals used. With sufficient light, film can be flashed without removing from reel; or flashed off of reel, and then easily rewound.

Nikor models are available at dealers everywhere, priced from $7.25, tax included

BURLEIGH BROOKS COMPANY

120 West 42nd Street, New York 18, N. Y.

GUARANTEED 35mm FILM

YOUR CHOICE—ANY TYPE

65c EACH

Daylight Loading Cartridges (36 Expos.)

★ SUPER XX ★ SUPREME
★ PLUS X ★ ULTRA SPEED
★ PANATOMIC X ★ SUPERIOR 1-2-3

BULK FILM

25 FT. ....$1.00 100 FT. $3.50

Orders Promptly Filled—C.O.D. or Postpaid
MINIMUM ORDER 3 ROLLS

DE LUXE FILM LOADER
100 FT. CAPACITY incl. tax $6.62

ROLL FILM

127—27c; 120—33c; 116—38c; 620—33c; 616—38c
Minimum Order—3 Rolls

COLOR
MOVIE FILM

for 8 mm and 16 mm Cameras

SUPER COLOR

100 FT. (16mm).....$5.98
25 FT. (8mm double eight).. 3.25
PRICE INCLUDES PROCESSING
Enclose 10c postage for each roll which defrays handling and mailing cost

BLACK & WHITE MOVIE FILM

Weston 100
Indoor — Outdoor
16mm 100 ft. $3.89
PRICE INCLUDES PROCESSING
Enclose 10c postage for each roll which defrays handling and mailing cost
DEALER INQUIRIES INVITED

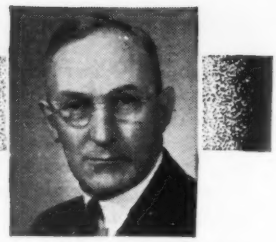
NEW YORKER FILM CO.

1947 BROADWAY • NEW YORK 23, N. Y.

RECOPY THE MIRO-STAT WAY
No more film shortage

*Discharge Papers, *Birth Certificates, *Baptismal Certificates, *Marriage Certificates, *Citizen Papers, *Diplomas, *Credentials.
*The Family Record Page from the Bible, Important Letters, Checks, and all Documentary material reproduced faster, better, and cheaper without the use of films. Direct positives on sensitized paper in the place of films.
Booklet giving complete instructions for best results with each unit bought.
Metal unit fitted with special high luminous front surface mirror rendering perfect reflection.
Price $10.00. Order direct from:
THE SCHERLING STUDIOS, INC.
Offices at 113½ Bdwy., Fargo, N. D.
10 N. 4th St., Moorhead, Minn.
A MUST for every amateur photographer!

WARD PEASE DISCUSSES



Adventures in Photography

ONE ordinarily associates adventure with arduous personal deeds of daring—something thrilling, something to tell your grandchildren about. I am afraid that it would be a bit difficult to find, in the story of the average amateur photographer of today, much that involves great personal risks. Thrills are another matter, and I have in mind the type of thrill which is related to the wholly photographic aspects of a situation. They can be experienced when all is well, conditions are right, photographic subject matter is found on every hand, and you can see pictures whichever way you turn. Often these circumstances come as the result of well laid plans which are working out nicely. When things go that way there is an inner satisfaction which can lift you "out of this world," and you feel sure that you have found the photographer's "happy hunting ground." You have that feeling that no matter what you point your camera at, you have created a masterpiece—you cannot miss. When you get the prints made, they may or may not be as marvelous as you thought they were going to be. That is beside the point. What counts most is the feeling that you had at the time and the memories that stay with you. If you have pictures to refresh that memory, so much the better.

I have the good fortune to have several such memories. I hope that I can tell of some of them in such a way that you will be able to enjoy them with me. Have you ever lain on your back on a hilltop looking up at the towering, miles-high castles of cumulus clouds on a summer day and wondered what it would be like to be up among them? It was my good fortune to be among them an hour or two. It was on a non-stop flight east several years ago. We were at 11,000 feet near Cleveland when we first met these clouds. They towered miles above us; one instant we were in the midst of a cloud, the next crossing a canyon of clouds of tremendous depth and distance. It was almost too absorbing to permit any attention to the camera, but more or less subconsciously, a good number of exposures were made. Most of them are rather disappointing as they fail to convey the impression of the immensity of the space involved. One appeared to have possibilities and, with the aid of some manipulation on the negative to bring out some missing emphasis, "The Stratospectre" was created—a print which has had some success in salons.

On another flight, we were returning from the east via Buffalo and Niagara Falls. Conditions were favorable to making the trip in less than scheduled time, so the pilot spent a little more time than usual over the Falls, giving us three circles around them at moderate altitude. I had the rear seat, well clear of the wing on the side toward the best view, and was able to make the most of the situation. The resulting pictures are not quite the kind that would go well in a salon, but they go well in refreshing my memory of a real photographic thrill.

I once had a chance while east to spend a short time at Nantucket, Mass. I arrived at the island after dark in the evening, and my boat was scheduled to leave early the following afternoon. When I awoke the next morning, the fog horns

"The Stratospectre" was made from a plane at 11,000 feet—one of the times when photography provided a real thrill.

were blowing, and the fog was so thick that visibility was limited to a hundred yards or so. Nevertheless, I started out to see what I could of the town which is so noted for the beauty of its early nineteenth century architecture. I took pictures—that is, I exposed film, but the light was not right for that sort of thing. How could it be under the circumstances, when it was completely without direction and there were no shadows? It finally dawned on me that in a fog the thing to do was to make fog pictures, and that the place to make fog pictures was down at the waterfront among the boats. The only shot worth while was made there. I got quite a kick out of it several months later when another member of my camera club brought around a shot made from within a few feet of the spot where I had stood! I found out also that he had been there within a few weeks of the time I was on the island. Naturally we had to swap prints. The other pictures made in the fog are not worth showing to anyone else, but they help to recreate for me the thrill of being in the presence of so much opportunity. I hope to get back

there some day when the fog horns are not blowing.

There have been other spots where I have been able to return after a long absence or a long period when picture making was impossible, and the return lived up to expectations in every respect and the long anticipated thrills were fully realized. A spot too far up in vacation land for war-time gas allowances remained unvisited for five years while dreams and plans built up to something which would seem impossible to achieve. Last summer's vacation allowed a few precious hours for the realization of the dream. The consumption of film was terrific, but only one film has been carried through to the finished result so far, and it has been successful. Even without this success, the memory of the thrill would be enough.

These things can happen much nearer home as well. I can recall at least four instances in my favorite winter hunting grounds when everything was just right. The snow was fresh and clean and deep enough, the ice formations were just right, the creek was breaking through as I had hoped it would be, the light was good, and all was right with the world. And on such occasions, who cares whether the results are good enough for the salons. The thrill of working under such conditions should be enough for anyone, yet it is surprising what dividends accrue in the way of successful prints when such happy circumstances guide the creative efforts.

In today's world of high adventure, these experiences look rather tame. Such things are relative. Adventures with a camera do appear tame in comparison with some that I can remember going through. On the other hand, they would seem quite riotous to one who is accustomed to taking his thrills over a chess board. However, they were real adventures in photography, and they prove that much satisfaction and pleasure can be gained in the taking of pictures even if the end results in the form of prints may at times be disappointing.—

Popular Photography — Robert Rieker

"That's me at the age of six months—wasn't I a shameless little creature!"

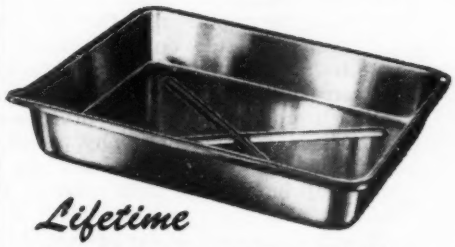
Compco ENGINEERED FOR QUALITY
BUILT TO PRECISION STANDARDS
PRICED TO SAVE YOU DOLLARS

All Metal All Feature
CONTACT PRINTER
at only
$5.95 RETAIL
PLUS F.E.T.

Just look at all these features

- Takes all size negatives . . . 35 MM to 4 x 6-inch (10 CM x 15 CM) including postcard size 3¼ x 5½ (No. 122 film), also glass plates.
- 4 adjustable masking bands.
- Has yellow-green Indicator window. Shows when white-light is on, (tells when to start counting).
- Complete with ruby safelight bulb.
- Has hinged platen with sponge rubber facing. Paper and negative held firmly in position when pressure is applied.
- Automatic light switch.
- All parts plated or finished in smooth Hammertone Grey baked enamel. Nothing to rust! Easy to keep clean!

A Compco darkroom now—at prices you've been waiting for



Lifetime
STAINLESS STEEL TRAYS
for only $2.95 RETAIL

- Your first cost is your last cost!
- Last a Lifetime with ordinary care!
- Will not crack, chip or break!
- Solid 18-8 stainless steel throughout!
- 8½ x 11-inch size with pouring lip!
- Has handy hole for hanging!

DARKROOM SAFE LIGHT
for only $2.95 RETAIL
PLUS F.E.T.

- Takes any standard 5½-inch diameter filter.
- Self adjusting, quick changing filter ring accommodates any thickness filter.
- Beautiful smooth coppertone baked-on finish. No bare metal to rust.
- Special non-specular baked-on inside finish.
- Complete with tested ambergreen filter.
- Screws easily into standard socket.

Compco CORPORATION
2247 W. ST. PAUL AVE. • CHICAGO, ILL.
MANUFACTURERS OF PHOTOGRAPHIC EQUIPMENT SINCE 1932

NEW! COMPCO "DARKROOM HANDI-CHART"
8½ x 11" gives standard developer and fixing formulae, printing speeds for different papers; pointers on enlarging, conversion tables, etc. Write for yours today, enclose 10c to cover handling, mailing (no stamps please).

YOUR
Guarantee
OF PERFECT PROJECTION

For 28 years, S.V.E. projectors have led all others in popularity

S.V.E. projectors are the result of 28 years of projector pioneering by the oldest firm in its field . . . have been proved best by test. They are used in more schools, churches, and industrial firms than any other kind.

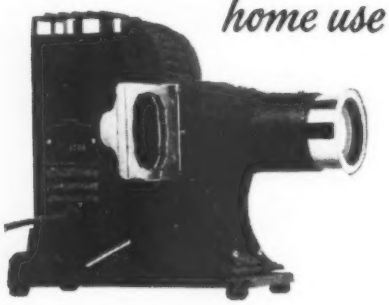
first

IN HOMES, TOO

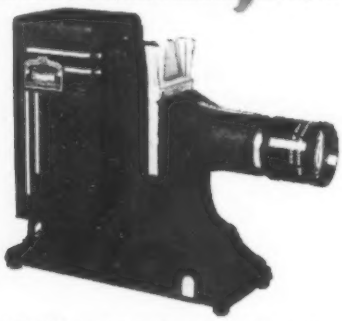
Thousands of critical home projectionists, too, rely on S.V.E. projectors. Here's why:

- Uniform, brilliant illumination.
- Efficient ventilation and heat-absorbing filter fully protect slide.
- Simple to operate.
- Operate on either AC or DC.
- Ruggedly built, yet light in weight.

2 projectors ideal for home use



Model RK... S.V.E. Model RK 100-watt projector for 2" x 2" slides only. Covers full Bantam size frame. Excellent satisfaction for Kodachromes. Complete with Petzval type lens, horizontal slide carrier, and leatherette carrying case.



Model AK... S.V.E. Model AK 300-watt projector for 2" x 2" slides only. Covers double-frame and the larger Bantam frame. Finest quality projection of Kodachromes. Complete with 5" focal length coated Anastigmat lens, semi-automatic vertical slide changer, and leatherette carrying case.

Available at all leading photographic dealers.

SOCIETY FOR VISUAL EDUCATION, INC.
A Business Corporation
100 EAST OHIO STREET, CHICAGO 11, ILL.

"Wait a Minute, Mr. Downes!"

By Eric Bender

RUBBING his hands and flexing his muscles, Bruce Downes ("Let's Talk Photography," POPULAR PHOTOGRAPHY, June, 1947, page 138) prepares to dance on the grave of black-and-white photography before the corpse is even at the undertaker's. "Color photography has its whole future before it," he says, "whereas black and white is probably at the end of its cycle."

True enough, perhaps, for the amateur who makes photographs for the sake of hanging them on the wall and gazing at them reverently with his hat off. But let's move over into the field of business, where a photograph is a salable commodity. As such, it has not only to pull its own weight, but must conform to printing processes.

I'm talking now as a textbook publisher. If a photographer offers me a color transparency as a book illustration, he can talk all night about the emotional impact of color and the reality it imparts to a picture. At the end, he will still butt his head against the solid fact that maybe I can't afford to illustrate a book in color.

We buy thousands of photographs for various purposes; so do hundreds of other book and magazine publishers. But unless something revolutionary happens in engraving and printing processes, which isn't at all likely, we are going to need good black and whites for a long time to come—a lo-o-o-o-ng time.

The same thing applies to newspapers, advertising printers, and everyone else who deals with printing processes. We're all just as much interested in color as Downes. We'd like to use it more, and we cheer lustily for each forward step made in color processing. But as long as improvement results only in a better picture to hang on the wall, there's nothing we can do about using it. If there were as much progress in printing processes as there is in color photography processes, we would be tempted to dance on the grave of black and white along with Downes. But there isn't.

This is all by way of saying that if anyone is interested in making photographs *to sell*, he'd better not throw away his black-and-white equipment just yet.

The obvious rebuttal from color-happy photographers is this: "Spend the money necessary to illustrate in color and you'll sell so many more books that it will pay."

Wait a minute. The law of diminishing returns hasn't yet been repealed. A specialized book has a sharply limited market that you couldn't increase even if you printed it in gold leaf. There are just so many buyers for a certain book, and they have just so much money to spend. All this is true of most printed matter.

Here's something else about color as compared to black and white. What many amateur photographers do not realize is that there is a mile-wide difference between a picture to look at for its beauty and interest, and a picture that has to do

Your Image IS ONLY AS SHARP AS YOUR LENS FOR LENS COATING *Specify*

"STURCOTE" PROCESS

HARD • PERMANENT • CLEANABLE

Write for prices on lens coating for your lens. Give type. We reply immediately.

Sample price list on coating of several popular lenses

TESSAR f 2.7 to f 6.3 to 16.5 cm.....$18.00
EKTAR f 4.5 127mm..... 21.00
DAGOR f 6.8 to 9.0..... 14.50
SONNAR f 2, 50mm..... 23.00

DEALER INQUIRIES INVITED

STURR *Industries, Inc.*
503 WASHINGTON AVE.
BELLEVILLE 9, NEW JERSEY
BELLEVILLE 2-4532

FAST! ANSCO COLOR FILM PROCESSED

*24 HOUR SERVICE

*Within 24 HOURS after arrival your Ansco color roll film is completely processed and on its way back to you!

SEND YOUR ROLL FILMS NOW!
Any Size Roll Processed.....$1.00
35MM Film—20 Exposure—Mounted Free Upon Request.

3 day service COLOR PRINTS
Any size KODACHROME or ANSCO

	up to 2¼x3¼	3¼x4¼	4x5	5x7	8x10	11x14
Contact	.50	.75	1.00	2.50	4.00	9.00
Enlarged	.75	1.00	1.50	2.50	4.00	10.00

Custom Quality Guaranteed!
(We pay handling charges)
(No C.O.D.'s please)
EVEREADY COLOR LABORATORIES
Dept. M-9, 49 Nassau Street, New York 7, N. Y.
• ANSCO COLOR FILM

35mm
The Modern Visual Index
FOR ALL ARGUS, LEICA, UNIVEX
And OTHER 35 mm USERS
PERK PRINT
36 PICTURES ON ONE SHEET
PERK PRINT PRODUCTS
Write 3605 KIMBLE ROAD-BALTIMORE 18, MD.
Patented

35mm SPECIAL
36 ex. rolls (NO UNIVEX) dev & enl
DOUBLE SET (2 of each neg)
3¼ x 4½ GLOSSY plus Fresh Reload
for only $2.50
Studio 35
BOX 677 GRAND CENTRAL P.O. NEW YORK N.Y.

a certain specific job. In our business we are concerned, in the main, with pictures that explain or demonstrate or visualize something; pictures that tell a specific story, even though the subject isn't always very entertaining. Very often we use a photograph that doesn't have much in the way of composition, angle of view, interesting light and shadow, but it does show what we want shown. We'd rather have a photograph that has artistic merit—but try to get it! The amateur photographer makes pictures of beautiful women cuddling water lilies, or of cocker spaniels making wistful with the eyes, when what we need is a picture of a man in dirty overalls scratching scale off a casting, maybe, or a picture of somebody paying his taxes down at the court house.

The commercial picture suppliers offer plenty of prints, but the subject matter is often too general for our use. You can't blame them. They've got to supply pictures that will appeal to other users besides ourselves. But commercial photographers too, when they want to show a housewife at the sink, or a lady welder, tend to use a twenty-year-old model of the practically edible type, with every curl in place and a $15 makeup job.

Well, with that much of our requirements sketched in, I want to say this about color. I think that color, in a picture with a job to do, often can be a drawback rather than a help. Of course I am not speaking about situations in which the picture is *about* color, such as in the study of birds or the identification of flowers. I want to say that in a great many pictures, color makes an emotional impact that gets in the way of clear thinking and even of clear seeing. The best way to teach certain things with pictures is to eliminate all distracting influences and concentrate on the essence of the situation. Color can be a distraction.

I will grant you anything you want to say about color enhancing the *reality* of a picture, not to mention the esthetic effect. But as far as teaching is concerned, reality can get in the way. If you're teaching how to wire a house for electricity, the *realest* way would be to turn students loose in a wired house. But the better way would be to have them work with a small-scale model of a wired house, where they can see what goes on in one eyeful rather than a hundred eyefuls. Or, a toy grocery store in a classroom is infinitely more instructive than twenty visits to a real store.

Same thing with pictures—not always, but often. Take away whatever is distracting about reality—color, maybe—and students will then see what you want them to see.

I will freely concede that black and white can't do everything that color can, but neither can color do everything black and white can. If you want to argue that, I will want you to tell me why such monochrome media as etchings have held an eminent place in art for so many centuries.

Let's not get oversold on black and white, or on color either. Color, or its absence, is not the only criterion by which to judge either the beauty or the usefulness of a photograph.—

FOLLOW THE BACO LINE

BACO ACCESSORIES COMPANY
5338 HOLLYWOOD BLVD., HOLLYWOOD 27, CALIFORNIA

Dunn Color

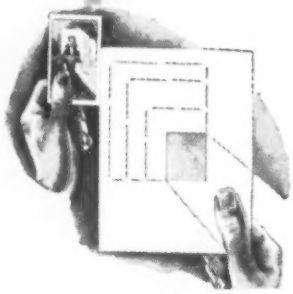
"Compose your own ENLARGEMENT"

SPARKLING COLOR PRINTS CROPPED TO YOUR OWN COMPOSITION
(except 35mm & bantam)

FROM 35MM SINGLE TO 4 x 5 TRANSPARENCIES	WE MAKE THESE PRINTS
3½x 3½	$1.00
5 x 7	2.00
8 x 10	3.50

All prints attractively mounted

SEE YOUR DEALER ABOUT OUR MASKS FOR CROPPING OR WRITE US GIVING YOUR DEALER'S NAME.

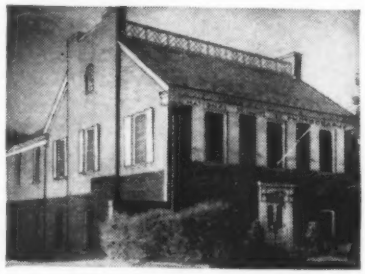


DEALER INQUIRIES INVITED

Color Processing Division

Dunn Engineering Company
6341 Lyndon Ave. Detroit 21, Mich.

Learn



PHOTOGRAPHY
In One of the Leading Photographic Schools of America

Silver Spring, Maryland
a Suburb of
Washington, D. C.
World's Outstanding Capital and Most Photogenic City and Region

Finest Available Equipment for Complete Professional Training

STUDIO, COMMERCIAL, ADVERTISING, FASHIONS
and Many Other Photographic Fields

Color Work for Professionals

Approved for GI Training

NATIONAL SCHOOL OF PHOTOGRAPHY
922 Burlington Ave.
Silver Spring, Md.

Little Stories in Three Scenes

(*Continued from page* 96)

to one side of the center, and, if walking, should walk away from the camera into the scene, and toward the center of the scene if that is possible. Remember also that a distant view looks deeper and better if there is something in the foreground. A limb of a tree (which may be there by nature or placed there for the photograph by yourself), a person sitting on a stone bench or leaning against a tree, or a part of a building and archway, will serve excellently. Some photographers carry props for this purpose: usually you will be able to improvise on the spot very successfully.

A second theme adaptable to a story in three scenes is the introduction—development—climax theme. The introduction tells what the story is going to be about, the development leads the viewer to expect a certain action, and the climax is the action itself, usually a humorous disaster. For instance, if the whole movie is about the family or about the child of three, a little story in three scenes might be about the garden hose.

In the introduction, the little girl picks up the hose and peers intently into the nozzle as if to ask, "What's this for?" In the development, Father, innocently, goes to turn on the water to sprinkle the lawn; this leads the audience to anticipate a dousing. And sure enough, in the climax, the water spurts from the hose, converting the well dressed little girl into one resembling a drowned rat. But the tragedy becomes funny when the child laughs and giggles and wants Daddy to do it again!

Be ready for this type of little story any time and anywhere. Usually the last scene occurs first, and if you're there with the camera, and get it, the others may be taken later as required.

A third theme that can be adapted to a story in three scenes is the familiar introduction—development—result theme. The introduction tells the viewer what is going on, the development leads him to the height of the action, and the result or conclusion sums up the story and draws it to a close. The usual fishing story is always a good example.

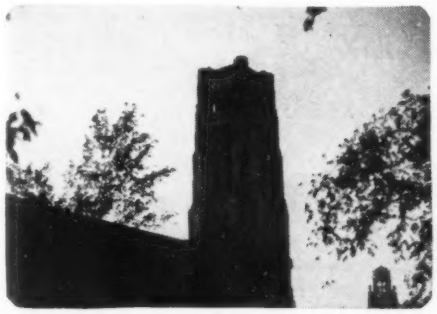
The entire movie might be about a vacation or a trip, and it should be well known to the audience that the old man is a great and successful (his version) fisherman. So, the first scene shows the old man and his daughter or little son sitting beside the river or lake fishing. The second scene or development shows the youngster catching a fish, to the disgust of the old man. And the third scene, or result, shows the catch: the little guy holding a string of big ones, the old fisherman chagrined at his catch of small ones, or a scrawny snapping turtle or two. Or the picnic theme: the introduction shows preparations for roasting wieners, the fire, and the actors gathered around, all working at the art of getting just the right tan on the hot dogs. The development might be a closeup of the fire silhouetting the wiener skewered on the

stick. The result, or third scene might be the youngster eating the roasted wiener, her face a mixture of ecstasy and ketchup!

A fourth theme readily adaptable to a story in three scenes is the familiar "here it comes! here it is! there it goes!" theme, which is particularly adaptable to travel movies. A precaution: this theme becomes monotonous after being used just once; twice is vicious repetition! The

Buildings, such as this chapel, are good material for descriptive stories in three scenes. First scene could be a long shot, showing chapel in its general environs.

Second shot could be a closeup such as this, showing the tower against a background of beautiful clouded sky.



Third scene could show another angle of the church, in a semi-frame of trees, such as the one that is shown above.

best known example is familiar to everyone: your car pulls into the rest camp, you all eat your picnic lunch, and your car pulls back onto the highway and speeds away.

A nice variation of this theme can be used anywhere, such as in your back yard. For instance, a long shot is followed by a closeup, which is then followed by a second long shot. You see, instead of the subject coming, staying, then going, the camera moves closer to the subject, sees it, then moves away. This is done as follows: the first long shot shows your flower garden with your wife and child

COLOR PHOTOGRAPHS
WITHOUT COLOR COSTS

- Less than one cent per print.
- No special skill needed.
- No artistic ability required.
- No colors to mix.
- No brushes necessary.
- Changes easily made.

IT IS truly simple to give color magic to dull black-and-white prints. Even if you have never colored a photograph before, you will find that Marshall's Photo-Oil Colors are so easy to use that you will create glowing life-like effects the first time.

Marshall colors are transparent; the highlights and shadows of the original print shine through, giving the appearance of actual shading.

Marshall colors, named for the things to which they refer (Lip, Cheek, Flesh), are applied with tufts of cotton. For small areas a bit of cotton twirled on a toothpick does the trick.

Each Marshall set contains a FREE instruction booklet giving complete information on the application of the colors and the exact colors to use for various purposes such as blonde or red hair, grass, tree trunks, brick walls, etc. . . . in fact EVERYTHING to give you the "know-how" for perfect results.

YOU CANNOT RUIN A FAVORITE PRINT WITH MARSHALL'S PHOTO-OIL COLORS. You can always remove the color and begin again. For amateur or professional, Marshall oils assure brilliant natural hues at a cost LESS THAN ONE CENT PER PRINT.

Sets are priced from $1.25 to $5.85

Marshall's Photo-Oil Colors

Dept. D, 167 N. 9th St., Brooklyn 11, N. Y.

CANADIAN DIST.: Canada Photo Products Ltd.
137 Wellington St., West Toronto 1, Canada

SCHOOL OF CAMERA REPAIR

"The Only School Of Its Kind"

Comprehensive 10 week, 150 hour course includes Domestic and Foreign cameras, flash synchronization, cine, etc. Day and Evening Classes

Guaranteed Repair Service in 48 Hours

Classes Start

Feb. 3rd — July 7th
April 21st — Oct. 13th

the Mills

PHOTOGRAPHIC ENGINEERING LABORATORY

1857 N. Western Ave., Hollywood 27, Calif.

Take a Tip from Professionals

RELY ON
SALTZMAN
for
Lighting & Enlarging Equipment

Each year more Professional Photographers buy more Saltzman Equipment

PORTABLE CAMERA STAND

If you're looking for an absolutely stable stand that will accommodate a camera of any weight and hold it motionless in any position—you're looking for the Saltzman Model 500 MR. Controls for raising, tilting and swinging the camera are all convenient to hand and changes in position can be made as quickly as they can be thought of.

Orders from Individual Photographers Now Being Filled

Send for Catalog A

48 Pages chock full of Professional Photographic Equipment

VISIT US AT CHICAGO CONVENTION BOOTHS 148-149

Model 500 MR

Headquarters for Professional Photographic Equipment Since 1920

J. G. SALTZMAN, INC.

480 Lexington Ave. • New York 17, N. Y.

BLOWER COOLED
You can SEE *and* FEEL *the Big Difference!*

GoldE

NU-MANUMATIC
SLIDE PROJECTOR

Permits up to 300 Watt Illumination
Cooler Operating—Protects Your Slides

★ More brilliant projection for 2x2 (35mm) Kodachrome or black and white slides. ★ Forced air cooled, plus heat filter. ★ Anastigmat lens. ★ Smooth, fast focusing. ★ Instant vertical adjustment. ★ Manumatic slide carrier. ★ Compact, sturdy, light weight. ★ At your dealer. *Send for Bulletin No. 451.*

GoldE Manufacturing Co.
1222-E W. Madison St., Chicago 7, Ill.

SAVE UP TO 60%

On Brand New Merchandise
10-Day Money Back Guarantee

FEDERAL NO. 219 ENLARGER
Takes negatives up to 2¼x3¼—with lens.
List Price $45.15—Our Price $32.75

SPENCER MOD. MK 150 SLIDE PROJECTOR
for 2x2 Slides—with case.
List Price $45.00—Our Price $22.50

ADEL SLIDE VIEWER
For 2x2 Slides. Works on house current or batteries.
List Price $19.75—Our Price $7.95

MAGNA-SCOPE
Dimensional Slide Viewer with 10 color slides of beautiful Hollywood models. (It's like sitting in a miniature theatre.)
$7.50 value for $4.95

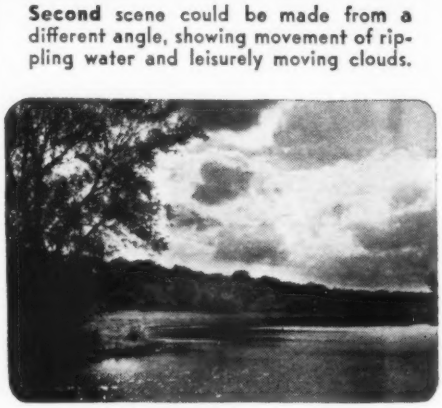
MAIL ORDERS PROMPTLY FILLED
TRADES ACCEPTED

CIRCLE 7-0070
RABSONS
111 W. 52 ST., NEW YORK
PERSONAL ATTENTION • EVERYTHING PHOTOGRAPHIC

strolling along and admiring the flowers. You should instruct your subjects to walk toward the center of the scene. The second scene would be a closeup showing the better two thirds of the family admiring a particularly luscious blossom. And the third scene or concluding long shot (which, incidentally, should be taken from a new point of view) should show them moving away from the center of the scene to other parts of the garden. It usually is best to make the first two

Beauty of a river can be shown better in three scenes. First could show a woman and child strolling on the bank.

Second scene could be made from a different angle, showing movement of rippling water and leisurely moving clouds.



Third scene of the sequence could be made from still another camera angle, and show backlighted sparkling waters.

scenes somewhat longer (twelve to fifteen seconds) than the last one (which might be six to eight seconds long).

And a fifth theme adaptable to a story in three scenes is the well known running gag. Probably the best way to make this little story is to have three scenes to be repeated three times at intervals throughout the movie. For example, in the movie of the new baby, the diaper washing sequence is good material for little stories. The running gag consists of these three scenes: first, Daddy washing the diapers in the washing machine (see illustrations); second, wringing them; and

third, hanging them out to dry. By repeating this series three times, each time making the action faster and more hectic (accomplished by tilting the camera a little, and decreasing the number of frames per second) and each time making each scene a little shorter, you will evoke many a chuckle from experienced daddies in your audience. For what is an experienced daddy but one who has washed mountainous piles of diapers and has acquired rough wash-day hands?

Those are a few examples. Many more suggest themselves immediately; use your own ingenuity and your movies will improve immeasurably. Let me again emphasize the fact that these little miniature stories are to be added to your movies wherever they fit in or wherever interest is lagging. They're not supposed to be anything profound; they are interesting sidelights, each set of three scenes complete in itself but related to the general theme or subject of the whole movie.

In making these short stories, make the point obvious, simple, unmistakable, and plain; make your humor robust and easy to understand and appreciate.

You will be surprised to see how much your movies will be pepped up, how your audiences will relish seeing them and look for more movies when you turn the lights on instead of suggesting a card game or pantomiming a thirst that can be quenched during intermission.—

CAN YOU SPARE A REEL?

A plea for no-longer-used 16 mm film to be used for education and instruction of underprivileged children comes from the Rev. Anselm Francis. He says: "I am wondering if there aren't some of your readers who might have some reels of film tucked away . . . we know of thousands of poor boys and girls who would more than enjoy such discarded film. There is one school in New Jersey—with 514 children—that has asked us for films. We also send films for free shows to schools in Pennsylvania, New York, Maine, and North Carolina." The film will be welcomed regardless of condition, and they can use both silent and sound prints. Father Francis' address is: Franciscan Friars of the Atonement, St. Joseph's Friary, Saranac Lake, New York.

Gordon Kohler — Popular Photography

"I can see your ideas on splicing are rather vague, Montgomery!"

USE A HEILAND...

FOR SHOTS *You can't afford to miss!*

For those pictures you can't go back and take again . . . those once in a lifetime opportunities . . . use a HEILAND Flash Synchronizer and you'll HAVE the picture. That's why press photographers use HEILAND equipment — it's dependable. There's a HEILAND especially engineered for YOUR camera. See your photographic dealer today.

HR

Heiland DENVER

Factory Representatives

NEW YORK • CHICAGO • WASHINGTON, D. C. • KANSAS CITY
HOLLYWOOD • SAN FRANCISCO

Color Prints 35c

2¼x3¼ 35c 4x5 mtd $1.00 5x7 mtd $2.00
From any Ansco or Kodachrome transparency
Ansco Film Developed 120-620 75c 35MM mtd $1.00
Prompt Service. No C.O.D.'s

Technichrome Lab. Rockville, Md.

"STREAMLINED OPTICS"
KORONA WIDE-ANGLE BINOCULAR
Leaders since 1884 in quality optics. The first and only streamlined prism binocular with prisms in straight line of vision. Cleaning is easy.
Ask your dealer—he knows quality
GUNDLACH Manufacturing Corp. Fairport, New York

SPEED-EZ-EL
SPEEDS – SIMPLIFIES ENLARGING

FASTER – EASIER
NO ADJUSTMENTS
STURDY (All Metal)

Compact—for any position on enlarger base. Increases composition possibilities of any negative. WIRE SHARP focusing without eye strain. AT YOUR DEALERS or sent prepaid if cash with order.

2½ x 3¼	$1.11
3½ x 5	1.22
4 x 5	1.28
4 x 6	1.45
5 x 7	1.78
8 x 10	2.50
11 x 14	3.60

A. J. GANZ CO. (Dept. I-7)
112 N. Hayworth Ave.,
Hollywood 36, Calif.

Includes Excise Tax

35MM FILM
FRAME NUMBERED

MINIFILM 35MM
DAYLIGHT LOADING
CARTRIDGE (36 EXP.)
FRAME NUMBERED
YOUR CHOICE
• Super XX • Supreme
• Plus X • Ultra Speed
• Panatomic X • Superior #2
65c EACH
Ask your dealer or order direct

35MM BULK FILM
27½ Ft. notched and numbered . . $1.60
50 Ft. numbered 2.75
100 Ft. numbered 5.00
De Luxe Film Loader loads 35mm Cartridges—100 ft. capacity $5.95

35MM FILM, FINE GRAIN
DEVELOPED & ENLARGED!
Any 36 Exp. roll of film fine grain processed and each negative enlarged to 3¼x4½ S.W. glossy; also Memo $1.50
Write for free mailing bags and price list.
Univex 1 or Memo Reloads, 65c each!

TO FIT ANY CAMERA
SUNSHADE & COMPLETE FILTER SET
Set consisting of a Yellow, Green & Red Filter as an indispensable aid to improved photography. (Kindly specify make of camera and lens—when ordering.)
Combination Price $7.75

35 mm Kodachrome-20 exp. $3.04
35 mm Ansco Color-20 exp. 1.65

(KODAK—ANSCO) ROLL FILM AVAILABLE
127—27c; 120—33c; 116—38c; 620—33c; 616—38c
Minimum Order—3 Rolls

CUT FILM AVAILABLE
6½x9 Fast Orthochromatic (24-20 Weston) Daylight per 2 doz. (outdated) 65c
2¼x3¼ Fast Orthochromatic (24-20 Weston) Daylight per 2 doz. (outdated) 65c
9x12CM Fast Orthochromatic (24-20 Weston) Daylight per 2 doz. (outdated) 65c

SPECIAL SALE!
35 mm Spartus Candid Camera F7.7 Coated Lens, Deluxe Film loader, 100 ft. bulk 35 mm, Reg. Price $22.50
COMB. PRICE $18.00

Mail Orders promptly filled—Postpaid or C. O. D.

Miniature
FILM SUPPLY CO.
1190-6th Ave., N. Y. C. 19, N. Y.

If an **INVENTOR**

believes he has an invention, a search of the most pertinent prior U. S. Patents should be made and a report obtained relative to its patentability. Write for further particulars as to patent protection and procedure and "Invention Record" form at once. No obligation.

McMORROW, BERMAN & DAVIDSON
Registered Patent Attorneys
244-D Victor Building Washington 1, D. C.

CAMERA CLUBS

Lombard Club Sponsors Annual Civic Contest

Realizing the publicity value of their city's renowned Lilacia Park, members of the *Lombard* (Ill.) *Camera Club* are running a contest to obtain the best possible photographs of the lilac center. In cooperation with the local park board, the club selected and crowned a "lilac queen" who, with her attendants, received considerable attention from Chicago metropolitan newspapers. So successful was the contest that the club has been asked to handle a similar event each year henceforth.

The impartiality and suspense with which the queen was chosen are worthy of note. Each entrant was assigned a number, which was used by the judges in voting. Sealed ballots were handed over to a committee, which selected the five numbers—not the names—receiving the most votes. These numbers then were given to the individual who originally had assigned them, and the winner's name thus was not known until the last minute, although the competition had received considerable publicity for several weeks prior to that time.

Cash for Zoo Pictures

In cooperation with the Brookfield Zoo, the *Nature Camera Club of Chicago* is sponsoring a contest for animal pictures taken in any zoo in the world. Prints and slides are eligible, cash prizes will be awarded, and the deadline for entries is September 30, 1947. There is no entry fee, and all work submitted will be returned to the owners. For further details, write to Ben Hallberg, 3336 Grand Blvd., Brookfield, Ill.

Correspondence Club Formed

Designed to foster acquaintance among those having similar photographic interests, and to promote the exchange of prints, slides, and movie films, the *Photographers' Correspondence Club* has been formed. Membership is open to young and old, the prime requisite being a sincere interest in photography. For complete details, send a stamped self-addressed envelope to the secretary, Edwin J. MacEntee, P.O. Box 90, Station 20, New Orleans 15, La.

More on Negative Sizes

Each year, Ward Pease uses *Ft. Dearborn Camera Club's* "Spotting Brush" as a forum in which to discuss the respective popularity of various negative sizes and cameras among successful salon entrants. On the basis of this year's research, Pease finds the 2¼x2¼ negative and the twin-lens reflex camera far ahead, with 3¼x4¼ and 9x12 cm equipment close behind. The 35 mm negative has dropped to sixth place in the lists, although the story would undoubtedly be a different one were color included in the analysis. Of course, a good picture is a good picture regardless of the size or type of camera used in making the negative—we just thought you might be interested. (And we're taking no sides in any of the juicy camera club arguments this item may stir up.)

Hawaiian Council Convenes

By boat and chartered plane, delegates to the annual *Territorial Camera Club Council* convention gathered at Kauai, T.H., in July. A full schedule of business sessions, sightseeing trips, lectures, and demonstrations proved highly successful, and all-expense registration fees were pro-rated according to the distance traveled by each individual delegate. Correspondent for the council is Urban M. Allen, who can be addressed in care of the Honolulu *Star-Bulletin*.

New Yorkers, Irish Swap Prints

With the formation of the *Ulster-American Print Circle*, photographs are being exchanged in dozen lots by avid groups of Irish and American photographers, it is learned. According to reports, no punches are pulled in criticizing prints, and both groups are broadening their perspectives while widening their circle of friendships. Ed Wilson organized the New York contingent, while the Irish are headed up by Thomas Berry of Culmore, Londonderry.

For Your Correspondence List

Each month word comes from newly-formed groups of enthusiasts who are anxious to exchange correspondence and ideas with those having more experience in the camera club field. We urge you to drop these outfits a letter or a card as soon as possible.

First meeting of the *Fort Payne Camera Club* was held at city hall July 15, 1947. Acting president is J. B. Johnson, who manages the DeKalb Studio at 207 S. W. Gault Ave., Fort Payne, Ala.

The Erie Photographic Society was organized only recently and already is interested in seeing any available traveling salons. Correspondence should be sent to Miss Sarah Moore, 438 E. 28th St., Erie, Pa.

In Ogalla, Neb., the *Trail End Camera Club* has come into being under the guidance of professionals and leading amateurs in the vicinity. Letters can be addressed to the secretary.

Not quite one year old, the *Long Island Lighting System Camera Club* already is at work on its first annual salon and is going into color work emphatically. Parties and field trips are on this group's schedule, and the president is John J. O'Connor, 250 Old Country Rd., Mineola, L.I.

Now in the process of formation, the *Bellflower Camera Club* at present is under the guidance of Lloyd Stevens, whose Photo and Sports Center is located at 643 Bellflower Blvd., Bellflower, Calif.

The Associated Camera Club is anxious to obtain program ideas. Bart J. DeVito is secretary of this new organization, and

he can be addressed at 4025 Hubbard Pl., Brooklyn 10, N.Y.

Want to Exchange Salons?

Print exchanges always are beneficial to the clubs involved, and for that reason we bring to your notice the following groups which want to engage in this activity:

Tripod Camera Club, attention Fred Mitchell, 185 Oakland St., Bristol, Conn.

Franklin County Camera Club, attention Morris Wolpert, 21 Congress St., Greenfield, Mass.

Midwood Camera Club, Max Navis, secretary, 1640 48th St., Brooklyn 4, N.Y.

Miniature Camera Club of Philadelphia, care of J. G. McGonigal, 130 Woodland Rd., Wyncote, Pa.

Cairo Camera Club, M. C. Currier, president, 637 34th St., Cairo, Ill.

Terre Haute Camera Club, attention print director, P.O. Box 222, Terre Haute, Ind.

Oaklyn Camera Club, John Stratton, secretary, 28 W. Haddon Ave., Oaklyn, N. J.

We Hear . . .

THAT when its monthly salon winner is chosen, *Fine Arts Camera Club* (Evansville, Ind.) has contact prints made from the negative and sticks one on each copy of the club bulletin. Nice idea.

Edward C. Wilson has been elected president of *Pictorial Photographers of America,* with the faithful Sam Grierson continuing as secretary-treasurer.

Here are the names of a couple of recently-elected club secretaries for your correspondence file: *Shorewood Camera Club,* Andree Robinson, P.O. Box 1906, Milwaukee, Wis.; and *Camera Club of Rhode Island,* John B. Mayall, 144 Westminster St., Providence, R.I.

When Doc McGinnis let off his blast in *Woodland Camera Club's* "Forum," regarding the use of initials after photographers' names, he spurred the redoubtable Fred Quellmalz into action. A recent issue of the California club's bulletin carries the complete exchange of letters between Fred and the doctor, and it makes fascinating reading. Both gentlemen did very well, and it's gratifying to note the sincere courtesy and broadmindedness which marked their epistles.

The 1947 Chicago International Salon has been put on slidefilm, as was done last year, and you can obtain copies of the film at $10 apiece from Fred Edwards, Chicago Historical Society, Clark St. at North Ave., Chicago 14, Ill.

Manhattan Camera Club's "Amacam" is one of the more professional-looking bulletins. Nice paper, nice topography, good photographic reproduction. The club, by the way, is 11 years old, and we send them birthday greetings herewith.

A neighbor of ours is determined that he'll reload a movie film magazine. So far his efforts to use a reloaded job have resulted in his shooting blanks of two parades and his baby's first steps. Now he wants to borrow our 8mm camera. Of course the thing's insured, but . . .

—*Whit Hillyer.*

Rely on NASH COLOR SERVICE ★ For

THE FINEST COLOR PRINTS AND TRANSPARENCIES

Color shots you'll treasure always

Nash Color Prints

You want the best possible results from your vacation color shots and we'll see to it that you get perfectly balanced prints that are *SHARP, CLEAR and BRILLIANT!* We use *MASKING* and *FILTER* correction in the producing of all color prints. That is why the nation's top photographers rely on NASH for quality.

- Your finished prints are shipped to you postpaid.
- Prints are cropped to your instructions at no extra cost.
- Prints are attractively mounted *(with the exception of sizes 2¼x3¼ and 3¼x4½).*
- Prints are made from *ANY SIZE Ansco, Kodachrome or Ektachrome* transparency.

2¼x3¼.....50c 3½x5.....$1.00
3¼x4½.....85c 5 x7.....$2.50
8x10.....$4.00

Color Film Processing

24 HOUR SERVICE

Your Ansco Color Films are processed by *SENSITOMETRIC CONTROL.* This scientific method assures you of perfectly processed transparencies. SIZES: 35MM *(in slide mounts),* 120 or B2, 620 or PB 20.

$1.00 per roll postpaid

Mail Your Order Today for Perfectly Processed Prints and Transparencies

NASH *Color* LABORATORIES
RIALTO THEATRE BUILDING
5810 BERGENLINE AVENUE · WEST NEW YORK, NEW JERSEY

WANT PROFESSIONAL CRITICISM OF YOUR PRINTS?
For Complete Free Bulletin . . . No Obligation . . . Write
INDEPENDENT PHOTOGRAPHERS GUILD of AMERICA
509 FIFTH AVENUE, NEW YORK 17, N. Y.

35MM *Quality* DEVELOPING
36 FULL SIZE 3x4 ENLARGEMENTS $1.25
WE HAVE FRESH FILM
INDIVIDUAL ATTENTION EACH NEGATIVE
No automatic or mass production machinery used. Your film fine grain developed and vaporated to prevent scratching. Exacting workmanship, highest quality developing. Write for FREE mailers and other OUTSTANDING OFFERS.
UNIVERSAL PHOTO SERVICE BOX 612A LA CROSSE, WIS.

GILMAT FOOTSWITCH
- Heavy Duty—Efficient
- Enlarging — Printing — Lighting
- Micro Switch Operation
- Rubber Pad Prevents Slips

Shipped all parts finished, ready to assemble, including switch wire, plugs, complete. Only screw driver needed.
$3.95 Postpaid in U.S.A.
MONEY BACK GUARANTEE

CONTACT PRINTER $5.00 Postpaid
- New Idea in Mask Assembly
- Centers Neg. Above Light
- Double Masks—Adjustable
- Masks Hinge for Retouching
- Air Foam "Rubber Platon"
- Takes neg. up to 4"x5"

Shipped all parts finished, ready to assemble. Only screw driver needed, including Box parts, sockets, switch, wire, plug. Complete

FILM SQUEEGEE
Wipes both sides film dry same time. Postpaid, $1.00.

HARRISON MFG. CO.
Dept. P-9, 7221 Hocker Avenue
MERRIAM, KANSAS

bring the world into focus...

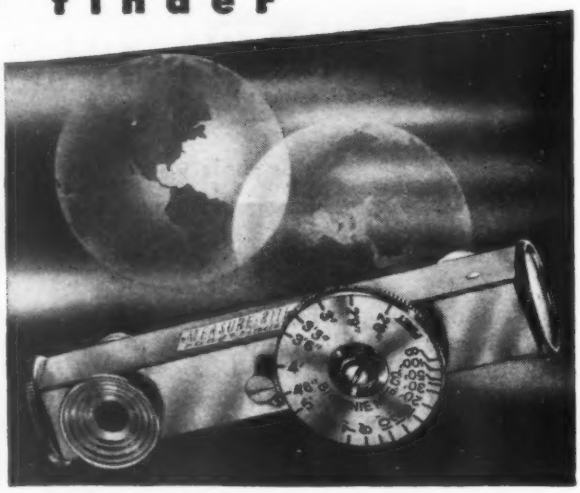
with the

MEASURE·RITE

range finder

The Distance Meter of Guaranteed Accuracy!

Precision-built and backed by years of optical experience, here is America's finest pin-point focusing instrument! The swift and certain solution to every focusing problem, "MEASURE-RITE" Range Finder gives you a world of exciting new picture taking pleasure!



• Lowest priced Range Finder on the market • Simple exclusive external screwdriver adjustment for horizontal and vertical alignment • Beautiful satin-chrome finish • Quick setting—2½ feet to infinity—also special metric model • Permanently sealed—dust-proof—shock-proof • Unconditionally guaranteed •

BROWNIE MANUFACTURING CO.
195 William Street, N.Y. 7, N.Y.

$8.95 *with case Tax Included*

Distributed by:
Raygram Corporation, New York, New York
Hornstein Photo Sales, Chicago - Dallas
Craig Movie Supply Co., Los Angeles - San Francisco - Seattle

GET YOUR *Free* **LENS LIST!**

Largest selection of precision lenses in the South! Send today for huge list . . . no obligation.

LOOK AT THIS MONTH'S SAMPLE BARGAINS!

12" f:6.8 Turner-Reich Triple Convertible, Betax, coated	$206.23
12" Wollensak f:4.5 Betax	231.10
Zeiss Apo-Tessar 12" f:9	195.00
Zeiss Apo-Tessar 18" f:9	275.00
Zeiss Apo-Tessar 12" f:9 Compound shutter	275.00
Meyer Tele-Megor 10" f:5.5 for V.P. Exakta	135.00
105 mm. Xenar f:3.5 Compound.	60.00
105 mm. f:3.5 Xenar Compur	62.50
Bausch & Lomb Protar W.A. for 5x7 Betax shutter 5:18	45.00
135 mm. f:3.5 Xenar, barrel	55.00
Wollensak 10x12 W.A. f:16	35.00
½" f:1.9 Berthiot for 8 mm	52.60
2" Bell & Howell f:3.5	35.00
Ampro 2" Projection Lens	7.50

WE BUY, SELL AND TRADE

PHOTOCENTER of BALTIMORE

HOWARD & MULBERRY BALTO. 1, MD.

*Imagine ... only 6.95**

Yankee AGITANK

ADJUSTABLE DAYLIGHT CUT FILM TANK

12 cut film or film pack exposures from 2¼" x 3¼" to 4" x 5" can be developed in the new YANKEE tank with only one dark room loading operation *that's fool proof*. You load each groove in the adjustable rack through a loading bar that slides along to each new position with positive accuracy.

When inserted, each film is held under special tension that prevents sagging or contact with other films.

Only 4 parts—tank, cover, rack and bar. Tank is agitated merely by gentle rocking. Cover has extra large inlet and corner outlet for rapid filling and emptying plus engraved solution capacity chart. Made of strong, acid-resistant Bakelite.

* Tax included.

Available at your photographic dealer now.

WINDMAN BROTHERS
Los Angeles 23 • Calif. U. S. A.

Architectural Photography

(*Continued from page* 49)

forest, go in and shoot out; if hemmed in by city buildings try the roof across the street.

Having taken the subject from a distance as an entity related to setting, approach for more specific views. Seek then the character-giving parts which tell the story, the important points, the features. Eliminate the superfluous.

Even after we have found the part we wish to accent most, with the light that flatters it best, we must still arrive at a composition. Many ingredients are needed: a dominant (usually), a certain equilibrium (rarely symmetry), variety of line, mass, light and shade, rhythm, and other abstruse elements which one can read about in savants' notebooks. I try to sidetrack all divine triangles and optical metaphysics by the simple device of squinting. Half closed eyes let one concentrate on the main elements of the composition without being distracted by the nonessentials. Squinting gives contrasts similar to those on the final print and helps flatten the three dimensions of the scene into the two of the photograph.

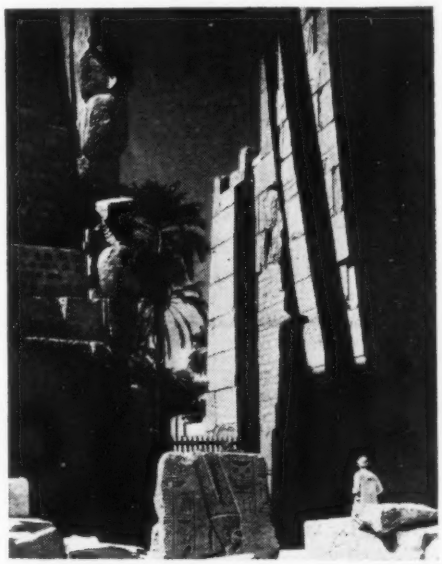
The device of holding down the foreground with parts of another building, trees, and figures often will give depth, especially if the foreground value is darker than the background. Note in the picture of the Old City in Stockholm how the main subject matter is projected back in space by the foreground. In addition to giving depth, a strong foreground can be the basis of the whole composition. If this foreground can duplicate the main element architecturally, so much the better. An example of this is the photograph of the Grecian temples, where the column bases are really fragments of the columns beyond.

If our subject matter is composed of a number of separate buildings, there will be many opportunities to project them in space by light and shade. Do not approach a group with the idea of only getting individual shots of each, but try to relate them to each other, tie them together to give an impression of spatial composition. It is not necessary to include whole sides of each to do this. As a matter of fact more can often be expressed by a choice detail than any overall panorama.

That same illustration of the Grecian temple recalls another point which is useful to bear in mind—camera height. It was desired in this case to give some feeling of the crowning quality of the Parthenon, to emphasize its commanding location. If the camera had been at eye level it would have only partially succeeded, but by placing it almost on the ground the whole building seems resting on a pinnacle. Furthermore, by including a small section of the Propylea in the foreground, with its rather rhythmic shadow, the composition was given depth and plasticity. It was of course necessary to stop the lens down as far as it would go to give sufficient depth of field, and also to make use of the swing front. Note

that the picture was made when the sun just picked out the edges of the columns at left, giving life to the shadow side. In all cases be aware of camera level.

In photography we can include figures as a reference of size; however, avoid at all costs backing some unfortunate up against the wall, self-consciously staring into the camera. Make the figure fit into the picture naturally, make it a considered part of the composition. Try placing a friend in the spot you think best, have him face away from the camera, and in the act of taking a step—not standing stiffly. Figures can be used in a number of ways: for reference only, to lead the eye into the picture, or as a strong point of the composition itself to hold



Here is another example in architectural photography where a figure has been used to denote scale. Temple of Karnak, Egypt.

down a side of the picture. However, I find the use of figures so unpredictable that I generally take two shots, one with and the other without figures.

Interiors are undoubtedly difficult. In addition to the obvious need for wide-angle lenses, a battery of lights seems necessary. Actually the main idea, as I understand it, is to illuminate the room so that the contrasts are weaker than you think they should be—with dark corners non-existent. At any rate this is the safest way to start. However, I find that a surprising amount can be done with daylight, sometimes supplemented by fixtures in the room. The lovely Hedquist auditorium was taken in the very early morning when the sun was streaming across the entire width.

Equipment and technical apparatus have been purposely left at the end as their importance is always less than that of the photographer. The best camera in the world can take the poorest pictures, yet an expert can produce top-notch stuff with a box camera. However, architectural photography does make demands unknown to most other outdoor work. Good pictures can be made with almost any camera, but a moderately good one will let you take more and better ones —if you know how to use it. In any case get a simple camera first and graduate

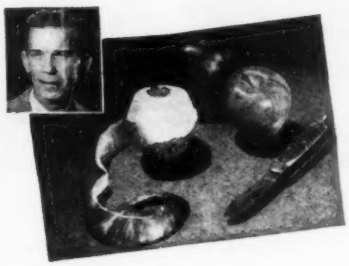
You too, can

LEARN PHOTOGRAPHY
in the Professional Manner . . .
STARTING IMMEDIATELY!

Read what these typical students have to say about their training at the Baltimore Institute of Photography:

MISS MURIEL SHAPIRO: *I signed up for the Commercial Course, because I knew specialists made high pay while doing fascinating work. My instructors started me right in taking pictures and already, in my sixth week, I'm turning out work such as this example.*

MR. C. W. TIFFANY: *I entered the Portraiture Course, planning to specialize in Glamour Portraits. By working closely with my instructors, I have improved my technique so that I am turning out portraits like this daily.*



MR. WILLIAM PARKS: *The navy started me on photography. Came here for a brush-up in my color technique. Individual instruction plus practical experience is doing the job! Yes . . . I'm making fine progress and plan to open my own studio when I graduate.*

QUALIFIED VETERANS ADMITTED UNDER GI BILL

You can enroll NEXT MONDAY!

The school has recently expanded into its own immense building. There's more room, more facilities and more equipment than ever before. That's why we're able to enroll new students EVERY MONDAY. Join the men and women who have started laying the groundwork for a profitable career in professional photography. Clean, pleasant lodgings at reasonable rates are right in the neighborhood. Send today for free descriptive catalog and enrollment blank that gets you started RIGHT AWAY!

Mail this coupon today . . . opportunity's here!

BALTIMORE INSTITUTE OF PHOTOGRAPHY, INC.
North Charles at 24th St., Baltimore 18, Md.

Sounds good to me. Send me your free Catalog D and enrollment blank. I understand there's no obligation, but I'm really interested.

Name.....
Address.....
City.....Zone.....State.....

BALTIMORE INSTITUTE OF PHOTOGRAPHY, INC.

COLORPRINTS *by* RAINBOW

The Talk of Every Color Fan

Your Kodachromes, Ektachromes or Ansco Color transparencies of **any size** enlarged in full color on Ansco's **new** Printon. To insure these low prices—place your order **now!!**

8 x 10, $3.75

11x14	$10.00	16x20	$20.00
5x7	2.50	3½x5	1.00

- **Made from any size transparency**
- **Cropped free of charge**
- **Perfectly color balanced**
- **Mailed postage free**
- **Custom quality**
- **Fastest service offered anywhere**

Ansco Color film and Kodak Ektachrome processing with finest precision equipment. Many other color services. Dealer and Studio inquiries invited.

RAINBOW COLOR PRINTS, P. O. Box 1745, Washington, D. C.

COMPARE CONWAY'S PRICES!
EASY TERMS, TOO

SPECIALS ! ! !

35mm Robot II, Tessar F:2.8 and 3" Tele Xenar F:3.8.....$149.50
35mm Robot II, Biotar F2.. 115.00
35mm Zeiss Biotar F:2 coated lens for Contax cameras.....$199.50
35mm Zeiss Orthameter F:4.5 for Contax cameras.....$192.50
40mm Zeiss Biotar F:2 for Contax.....$165.00
50mm Leitz Xenon F:1.5 for Leica..... 189.50
50mm Zeiss Sonnar F:2 for Contax..... 108.00
165mm Z. Tessar F:4.5 Tele, Korelle..... 99.50
35mm Rolleikin Back..... 37.50
35mm Leica IIIB, Elmar F:3.5, Vidom finder, Leitz Flashgun, Shade, Case.....$375.00
35mm Leica IIIA, Summar F:2, 90mm Elmar F:4, Vidom finder, shade, case.....$429.00
35mm Praktiflex, Xenon F:2..... 174.50

JUST RECEIVED
NEW PACEMAKER "23" SPEED GRAPHICS with F:4.5 coated Optar in Graflex Synchro **$189.65** plus **$31.61** ex. tax. Kalart RF. **$41.50.** Graflex Gun **$24.62.**

35mm Zeiss Tenax, Sonnar F:2, Compur Rapid shutter..$169.50
35mm Contax II, Sonnar F:2, 135mm Sonnar F:4, Albada Sport finder, case.....$439.50
35mm Streamlined Weltini, Ektar F:3.5, coupled RF.....$125.00
35mm Kodak Retina I, Xenar F:3.5, Compur. 59.50
Same with coated lens..... 74.50
35mm Weltar, F:2.9, Compur..... 57.50
16mm Minox Camera, F:3.5 and case..... 135.00

SAVE! SAVE! SAVE!
LIKE NEW! GUARANTEED!

120 Zeiss Super Ikonta, Tessar F:3.5, coupled Rangefinder, Compur shutter.....$145.00

FLASH!
FEDERAL FED-FLASH CAMERA WITH FLASH unit.....$13.90

120 Balda, Vidonar F:4.5, Prontor II shutter, 16 exposures. With case.....$42.50
120 Zeiss Ikonta A, Tessar F:3.5, Compur shutter and case.....$89.50
620 Duo Kodak, Anas. F:3.5, Comp., cpld. Rangefinder, case.....$125.00
120 Bessa 66, Voigtar F:3.5, Compur shutter, 16 exposures.....$64.50
127 Goldi, F:2.9, Comp. Case..... 59.50
127 Rigonar, F:2.9, Comp. Case..... 49.50
127 Foth Derby, F:2.5, Case..... 28.50
127 Zeiss Kolibri, Tessar F:3.5, Compur Shutter, 16 exposures..$54.50
127 Ihagee, Tessar F:2.8, Comp. Case. $59.50

HERE'S SOMETHING SENSATIONAL!
PICTURE RECORDING MODEL 300 2x2 Slide Projector with automatic changer, remote control cord and Wollensak 5" coated lens.....$125.00

NOW AT YOUR PRICE!
GENERAL ELECTRIC DW-58 METER WAS $26.95, NOW **$19.95.** Case.....$2.25

IN STOCK!
New Baco Graphic Type Cutfilm Holders: 2¼x3¼" **$4.08;** 3¼x4¼" **$4.15;** 4x5" **$4.15;** 5x7" **$4.35;** 8x10" Ansco Graphic Type Cutfilm Holders **5.95;** 3¼x4¼" Graflex Cutfilm Magazine.....20.59

Kodak Optipods **$1.75;** Kodak Combination Filter Case, Series V and VI **$3.50** up; Kodak Flashholders, std. bracket **$11.00;** New Kodak Tilt Head Eyelevel Tripod **$35.00;** Bantam or 35mm Kodachrome A or B for Precision.....$37.92
Esdy Independent Rangefinder for all cameras **$8.75;** Hugo Meyer Pocket Rangefinder **$12.50;** Saymon Rangefinder **$9.75;** Globrite Flashbulb Diffuser.....$2.95

For Money-Saving Values from Our Cine Section, See Our Classified Ad in the Back of this Issue

All Prices Include Excise Taxes
10-Day Trial Money-Back Guarantee

FREE CATALOG READY NOW
Write today for your Invitation to Happiness—Conway's beautiful new 44-page photographic catalog.

CONWAY CAMERA CO.
34 N. CLARK ST. CHICAGO 2, ILL.

only when you find yourself limited.

I believe the best kind for architecturals is the rectangular, groundglass back, folding variety, equipped with rising and sliding front and taking sheet film. This is best used on a tripod. The reasons for this choice are several. With the groundglass back one sees exactly and full size what the lens takes before it takes it. No matter how accurate the usual finder might be (and this includes those corrected for parallax), there is always a degree of uncertainty present which the groundglass obviates. Nor will an optical finder give anywhere near the image size of the final print. By focusing and composing on groundglass, we are not only sure of the amount the lens subtends but about its focus as well. Groundglass viewing with its great ease of composing and focusing is a good reason for the popularity of the twin lens reflex.

Subjects for your architectural photographs may be found in the country, too. Wooden building, Wallis, Switzerland.

The groundglass, sheet film type of camera almost always has what is called a rising, falling, and sliding front, a feature almost no miniature and few roll-film cameras possess. This simply permits you to keep the camera back level and elevate the lens relative to the back to include the subject from top to bottom. The distorted perspective which results from tilting a camera is well known and always occurs unless the back is parallel to the building. Many of this type of camera also have "swings," which means that the lens front and back can be turned to various angles, a feature useful in more advanced work for freedom in focusing and composing.

There are other advantages inherent in this kind of camera, such as interchangeability of lenses, but the ones mentioned are sufficient to justify its choice. Fortunately such cameras are not over-expensive—not nearly as much as some miniatures, and several makes can be had. The preferred sizes are 2¼x3¼, 3¼x4¼, or 4x5.

After the camera, a tripod perhaps comes next in importance. You might think that you are in for a lot of fuss and bother just for a few pictures when the word tripod is mentioned, but if you want results you must expend the effort. You soon will find that a light metal folding support (although the bulky wooden ones are generally sturdier) will become second nature. I carry thirty pounds now, fifteen on each shoulder, and don't give it a thought.

A medium yellow filter to give qual-

LEARN photography

Here is an opportunity for those who earnestly desire to perfect their photographic technique.

A complete course of training in all aspects of black and white photography in a school with a planned curriculum.

Fall term begins Sept. 8th. Approved for G.I. Training.

Write for Bulletin PP-2.

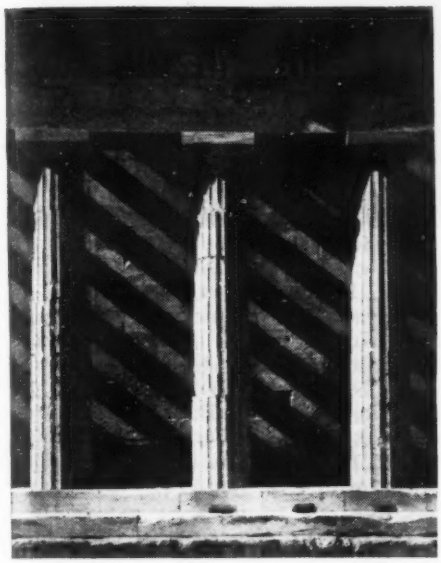
CHICAGO SCHOOL of PHOTOGRAPHY
A Professional School
69 E. VAN BUREN STREET, CHICAGO 5, ILLINOIS
(A NON-PROFIT INSTITUTION)

!! Fresh Du Pont Movie Film !!
25 ft. 8-8 ..... Only **$1.95**
100 ft. 16 mm ..... Only **$4.75**
Weston Daylight 32 Tungsten 20
Fully panchromatic
Standard Daylight Loading spools
Processing and postage included
35 MM FILM SPECIALS
100 ft. Ansco Ultra Speed **$2.85**

Respooled on *new metal cartridges*
Ansco Ultra Speed
Ansco Supreme
DuPont Superior No. 2 or No. 3
Eastman Panatomic X
36 exposures
3 for **$1.10** including cartridges.
Money-Back Guarantee
MANHATTAN PHOTO LABORATORY
2804 Bay View Drive
MANHATTAN BEACH, CALIFORNIA

ity to the sky and bring out the clouds, an exposure meter to determine diaphragm opening, and a lens shade to keep the direct sun off the lens completes our outfit. It can eventually run into many lenses, a dozen filters, and countless other useful (or shiny) gadgets, but it need not go beyond one lens, one or two filters, the meter, and the lens shade.

Remember, above all, whether or not you have the fancy equipment, or just the box Brownie, that architectural photographs are not something you must travel over the world to find and make. They will be in your own home town, when a new school, church, library, or other buildings have been put up. You'll find them on your own trips, usually a scenic point of interest which you wish



Attempt, above all, to express the brilliant play of light and shade, and their patterns. This is the Thesion at Athens.

to preserve and remember. You'll see them as you drive along the road—perhaps they are an industrial building which strikes you with its dominating lines or sky piercing smokestack—maybe a tiny cottage frame among the trees. And should you travel, remember that the buildings you see are just as interesting as any people you find, that stone and steel can make as striking a subject for your pictures as any other scene you'll find. And if you follow the suggestions given in this article, the results should be worth keeping.

Admittedly, the best results will undoubtedly come from enlarging your own negatives if you have the desire, ability, and experience, but the "if" is a big one, and unless the itch is there let some competent professional finishing service do the job for you (rarely the corner drug store). When you think you have something really first rate, have what is rather juicily called a "salon" print made. Costing two to three dollars, they are no more than very carefully made enlargements with more thought and attention to paper, exposure, and emphasis than is possible with run of the mill work. They will give your morale a great boost.

Now, when you are equipped and ready to shoot, remember and analyze the three

Announcing

CLARUS FLASH GUN*

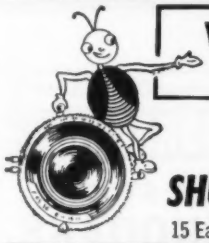
Here it is—the flash gun you've waited for . . lightweight . . . sure in action . . . easy to use. No need to be a contortionist with CLARUS . . . position under camera assures easy natural handling. No moving parts—uses only 2 medium batteries—BUILT SO YOU NEVER MISS THE PICTURE.

Your dealer has it, at $9.85 plus tax . . . or will be glad to order it for you. But DON'T take anything less than CLARUS—TOPS today . . . TOPS allways!

*P.S. POSITIVE SYNCHRONIZATION

No disappointments . . . synchronizer is geared (at all speeds) directly to the shutter curtain. Motion of curtain fires the flash bulb. IT IS IMPOSSIBLE TO MISS THE PICTURE.

CLARUS AT YOUR PHOTO DEALER OR WRITE CAMERA MANUFACTURING CO.
MINNEAPOLIS 4, MINNESOTA



WE BUY - SELL OR SWAP!

Write for Lists

SHUTTERBUG Shop
15 East 39 St., New York 16, N.Y.

FREE CATALOG
Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. DEPT. H
414 E. Baltimore St. • Baltimore 2, Maryland

FINE GRAIN DEVELOPING
Salon Quality Enlarging

5-DAY Guaranteed SERVICE
Money back if not Satisfied

ON SELECTED Single Wt. Glossy Paper
12 Exp. 120 rolls to 4x4 $1
Reprints 6c
16 Exp. 127 & 120 to 3¼x4½ $1
Reprints 5c
35MM Any 36 Exp. roll fine grain Developed & Enlarged to 3¼x4½ $1.50
All types of Kodak and Ansco Film for Sale
Send for complete price list. Free mailing bag, sample and list for all our services.
NATIONAL PHOTO LABS
Dept. P, 509 Fifth Ave., New York 17, N. Y.

Complete your regular study of photography with this advanced post graduate course.

FOR A FUTURE IN *Color*

THE HOUSE OF PHOTOGRAPHY offers color courses designed for photographers of professional and advanced amateur standing.

Courses include: make-up, lighting, exposure, and development of Ektachrome; masking for color correction, 3-color separation negatives from transparencies also by direct separation and by 1-shot color camera; dye-transfer printing. Any part or all of the color work may be studied. Time required is from three days to two weeks. We'd welcome your inquiry.

APPROVED FOR G. I. TRAINING

THE HOUSE OF *Photography* ★ ★ ★

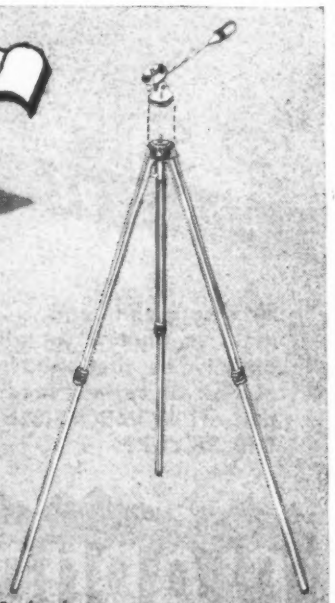
135 NORTH TOPEKA AVENUE
WICHITA KANSAS

TOUGHEST PICTURES POSSIBLE

with Quality

ARROW

ALUMINUM TRIPODS



TWO SECTION STURDY TRIPOD & PANHEAD

Weighs only 2½ lbs. Easy working positive lock nuts on legs. Extends from 33½ to 57". Comes with regular triple locking Arrow Panhead with ball bearing action, off-set handle and 5 other exclusively engineered features. Ask your dealer for Model SA. Price . . $13.50
Plus 1.52 F.E.T.

ARROW "SO" TRIPOD

Same Tripod as in Model SA but without panhead. The finest tripod on the market in its price range. Ask for Model "SO". Price $10.50
Plus 1.18 F.E.T.

Write for Circular PP9 Describing Complete Line of Arrow Tripods & Panheads.

ARROW METAL PRODUCTS 108-128 N. Jefferson St. CHICAGO, ILLINOIS

35 MM FILM

Guaranteed Fresh Stock—Reload Your Own
ANSCO—EASTMAN—DUPONT

25 ft. $1.00
100 ft. $3.50

POSTPAID

RELOADED CARTRIDGES 3 FOR $1.25
36 Exp.—We Supply Cartridges
Calif. Buyers Include Sales Tax

PACIFIC COAST FILM COMPANY
1510 No. Sierra Bonita, Hollywood 46, Calif.

CAMERA EXCHANGE ORIGINATORS SINCE 1890

DOWN TOWN NEW YORK HEADQUARTERS FOR EVERYTHING

PHOTOGRAPHIC

WE BUY FOR CASH YOUR USED EQUIPMENT

NOW IN STOCK!

NEW KODAKS

(Movie & Stills)

We are originators of the Camera Exchange Business. Consult us as to your needs.

NEW YORK CAMERA EXCHANGE
116 FULTON ST. NEW YORK CITY

main points mentioned earlier.—WHAT to take, and WHERE and WHEN to take it. (1) WHAT—the character giving parts, the impressions; emphasize the important features by approaching them; relate to setting. (2) WHERE—stand where the composition makes a dominant; get depth; relate buildings to each other; half close your eyes so that masses of light and shade build up and non-essentials disappear. (3) WHEN—have some parts in full sun, others in half light or shade; wait until the subject is modeled with sunshine from one side or the other, but rarely behind. Take your time and remember—always analyze the scene first.—

WINS EMPLOYEE PHOTO CONTEST

Bermuda Sunset, showing the sun rays slanting through clouds over Elbow Beach, Bermuda, won first prize in an employe contest conducted by Pan American World airways. The picture was made by Hamilton Richards of Great Neck, N. Y., while he was stationed at the Clipper base in Bermuda. He used a Kodak Model 1A, Verichrome film, lens set at *f* 7.9 and an exposure of 1/25 second with a medium yellow (K2) filter.

NUMBERING PERSONS IN GROUPS

Many times an amateur photographer wants to remember the names of persons appearing in a group photograph in the proper order. This is especially important if he plans to have the picture published because editors insist upon proper identification. Unfortunately, large groups tend to break up as soon as the photographer has snapped a picture, making it difficult to secure names in the usual left to right order. This difficulty can be avoided if, when the group first is posed, the photographer assigns each person in it a number. The first person on the left would be No. 1, the second No. 2, and so on. It is an easy matter for each person to remember his own number, and should the group scatter the moment the picture is taken, the photographer can still secure the names in their proper order.—*Duane Featherstonhaugh, Duanesburg, N. Y.*

USE OUTDATED FILM TO TEST HYPO

Film which is very much outdated need not be thrown away . . . it will make a good test for hypo exhaustion. Cut the film in strips about two inches long and a half inch wide. Soak in water for a minute or two and then place in the fixer. If it takes longer than ten minutes for the film to clear, discard the hypo. The correct fixing time for good hypo is found by doubling the time that it takes to clear. —*John Stockwell, Brooklyn, N. Y.*

Newer Infrared

(*Continued from page* 51)

should remind readers that the "light" sources most generally useful for infrared photography are those most used for ordinary photography—namely, sunlight and the common lamps such as the tungsten filament studio lamps, the overvolted lamps of the Photoflood type, and the flashbulbs. Some of the lamps are made with black bulbs which allow infrared to pass and absorb most visible light. There have been no new lamps put out recently especially for the infrared, but experience has shown that the recent Type 2 bulb for the Kodatron Speed Lamp is satisfactory for infrared exposures of very short duration. The S-2 type of lamp also is well suited. Naturally, filters have to be used on the lamps or over the camera lens. All infrared films respond to blue light as well as infrared, and it is necessary to cut this out. This generally is done by the red Wratten No. 25 filter. If the pictures are to be taken in the dark, which we shall speak of later, the lamps are covered with the Wratten No. 87 filter, or the special lamps coated with the black filter are used.

Special cameras are not required for infrared photography. In fact, all types of normal cameras can be used. The films are made in this country by the Eastman Kodak Company in the form of roll film, miniature camera film, sheet film, and for aerial cameras. Plates also are made for special purposes. The speed of the roll and sheet films is such that good negatives can be obtained outdoors in sunlight at 1/25 second at *f* 8 through the Wratten No. 25 or 70 filter. If a deeper filter is used, such as the No. 87 or 88a, for greater haze penetration or more pronounced infrared effect, the average exposure will be 1/25 second at *f* 5.6. Exposure meters of the common photo-electric types cannot be used satisfactorily for evaluating outdoor infrared exposures because there is not a strict relationship between the amount of visible light, which the meter measures, and the infrared in daylight. The condition of the atmosphere upsets the simple relationship. In the case of studio lamps of the tungsten filament type, however, the meter can be used once it is calibrated by making trial exposures.

For indoor photography using two No. 1 Photoflood lamps in reflectors, and infrared sheet or roll film, an average exposure will be ½ second at *f* 8 with the two lamps five feet from the subject. The meter ratings for tungsten lamps are ASA 8, Weston 6, and General Electric 10.

The actual exposure for infrared photography will depend on the nature of the subject and on its distance from the camera to a greater extent than in the case of ordinary photography. If dark objects strongly absorbing infrared are photographed, longer exposures must be given than in the case of highly infrared reflecting objects such as foliage or grass. In closeups, the exposures also must be increased.

For pictorial photography the strong

"PAY-AS-YOU-SHOOT"
$5.00 down
BUYS ANY *Morton* LENSES TO ADD PLEASURE TO YOUR 35MM — 8MM — 16MM CAMERAS
BALANCE IN SMALL MONTHLY PAYMENTS

Cuts distance in half! Easy to attach: screws into or snaps over lens mount. Comes with view finder mask that eliminates guesswork. Built-in retaining rings hold all series VI filters and attachments ..... $49.95 inc. tax.

Univex MERCURY 3.5 or 2.7 lens
PERFEX 3.5 or 2.8 lens
CLARUS 2.8 lens
ARGUS C, C2, C3
KODAK 35 3.5 or 4.5 lens

Both models doubl the focal length and yet retain same speed as camera lens. Change 1" camera lens to 2", 1½" to 3", 2" to 4", and 3" to 6". For most 1.5, 1.8, and 1.9 lenses including Eastman 1.9. $48.00 inc. tax.

EASTMAN Both models have built-in retaining rings to take standard series VI filters and lens hoods. For all Wollensak, Bell & Howell, and Ilex 3.5, 2.7, and 2.5 lenses. $48.00 inc. tax.

Wollensak, Bell & Howell, Ilex

TELEPHOTO LENS for most cameras with ½" and 13mm. lenses. Cuts distance in half, and retains same speed as camera lens. $24.50

WIDE-ANGLE lens below for EASTMAN MAGAZINE MODEL 90. Complete with case $32.45

EASTMAN MORTON WIDE-ANGLE LENSES for most cameras with ½" and 13mm. lenses. Gives four times the normal area and retain same speed as camera lenses. Complete with case $30.00.

THE General CAMERA COMPANY
2308 W. DEVON AVE. CHICAGO 45, ILL.

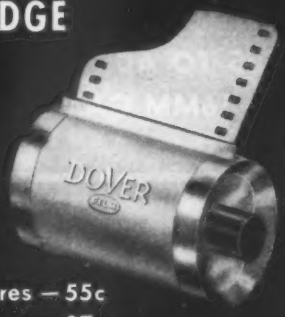
SEE OUR FULL PAGE AD FOR ORDERING INSTRUCTIONS
The General Camera Co., PP947
2308 W. Devon Ave.,
Chicago 45, Ill.
PLEASE RUSH THE FOLLOWING MORTON LENSES.
I enclose $..... as down payment.
Name.....
Address.....
City..... Zone..... State.....

PUBLIC LIBRARY

BEST ENLARGEMENTS
BLACK & WHITE—5x7—25c • 8x10—45c • 11x14—$1.00
Copy Negatives From Prints—75c
COLOR PRINTS—2¼x3¼—50c • 3¼x4½—85c • 5x7—$2.00 • 8x10—$3.00. Write for free price list & mailer—Dept. P-10
HELIO PHOTO SERVICE
P. O. Box 521 Church St. Sta. N. Y. City 8, N. Y.

IPGA
WANT N. Y. AGENT TO SELL YOUR PRINTS?
For Complete Free Bulletin . . . No Obligation . . . Write
INDEPENDENT PHOTOGRAPHERS GUILD of AMERICA
509 FIFTH AVENUE, NEW YORK 17, N. Y.

LEARN NEGATIVE RETOUCHING
Fascinating Hobby Earn Big Money . . .
New, simplified, fully illustrated Duval Course gives you complete training in every phase of professional negative retouching. All materials furnished. Individual criticism and help. This correspondence course is used by many State Boards of Education. Write for free, illustrated booklet.
DUVAL SCHOOL 8519 SUNSET BOULEVARD, Dept. P9 HOLLYWOOD 46, CALIFORNIA

35mm HIGH SPEED PANCHROMATIC
Daylight Weston 80-GE 120-Tungsten Weston 64-GE 100
DAYLIGHT LOADING CARTRIDGE
for
ARGUS
CONTAX
LEICA
RETINA
and similar cameras


18 Exposures — 55c
36 Exposures — 87c
DOVER FILM

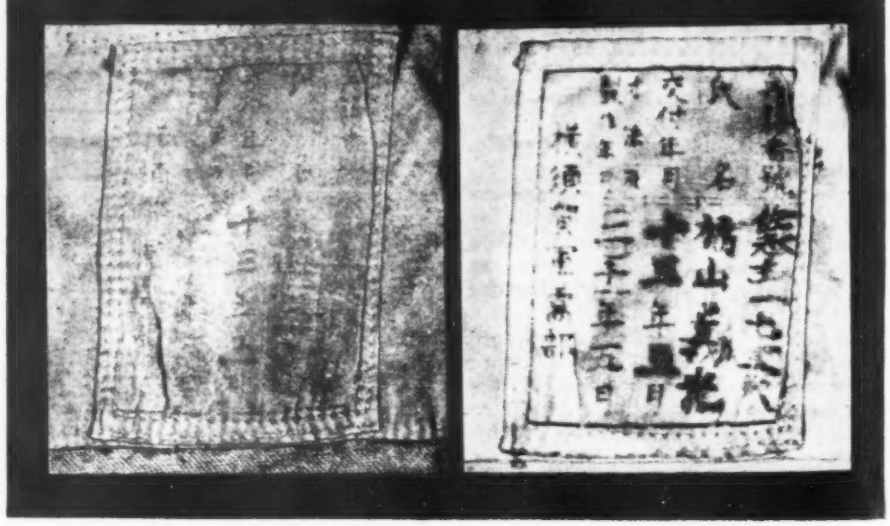
ALL EIGHT EXPOSURES
Size 127 — Retail Price 27c
Size 620 — Retail Price 33c
Size 120 — Retail Price 33c
Size 616 — Retail Price 38c
Size 116 — Retail Price 38c
Dealers Write For Special Discounts
Each film is properly wrapped
Boxed with an instruction sheet
DOVER FILM CORP., DOVER, N. H., U. S. A.

Ultra-speed flash now is being used in conjunction with infrared photography, as shown in this shot of a lecture audience. It was taken with three Kodatron lamps, hidden behind a Wratten No. 87 filter in a booth to absorb visible light.

contrasts typical of infrared photographs frequently are undesirable. They can be reduced in three ways—by developing to low contrast, as for instance in D-76; by appropriate printing; and by using a filter which lets through some blue light. Such a filter will be pale yellow—for instance, the Kodak Color filter or the Wratten K1. If no filter at all is used, the photographs resemble to a large extent those taken on panchromatic films. If the camera happens to be loaded with infrared film and a normal type of picture is required the filter may be omitted in which case the exposure in sunlight will be of the order of 1/50 second at *f* 16. In forestry survey from infrared aerial photographs, the interpreters seem to prefer those made with the red No. 25 filter to those made with the deeper red No. 89a filter, which commonly was used in aerial work. The Army Air Forces have recently adopted the No. 25 type of filter rather than the old standard No. 89a for infrared aerial photography.

Shadows are very black in infrared photographs, at least when the sky is clear, because they are illuminated only by scattered sky light which is devoid of infrared. Large areas of shadow should therefore be avoided. If the pale yellow filter is used, some of the blue light will be recorded by the film and the shadows will appear somewhat less dense. Large areas of all infrared absorbing objects should be avoided in general for pictorial photography. Water in particular is an offender in this respect. On the other hand, large areas of highly infrared reflecting objects, such as foliage and grass, should be avoided if great white patches are undesirable in the picture. They may be darkened somewhat by using the paler filters. Very striking architectural photographs can be made of bright buildings against the sky, which appear dark, by exposing fully and developing to rather low contrast. If high contrast is desired in infrared photographs, it can be obtained readily by giving full development in D-19 developer.

A thing to be careful about in the case of the camera to be used for infrared photography is that the bellows and shutter blades do not allow the infrared to pass. With most cameras of recent



Obliterated data the eye cannot see does not escape the camera with infrared film. These Federal Bureau of Investigation photos show the label of a Japanese uniform, as photographed with panchromatic film (left) and with infrared (right).

make there is no fear, but with older cameras there might be trouble with fogging of the film if the bellows in particular are not checked. Old, hard rubber draw slides and shutter blades may be especially bad offenders. Infrared photographs have actually been taken right through wooden or hard rubber slides.

The lenses used on cameras are designed to give their best focus to visible light, and they may not be at their sharpest for infrared photography unless a change in focus is made. This always is done by extending the bellows—that is, focusing on an apparently slightly nearer object. In practice, this change in focus frequently is much less than one has been led to believe, and in many instances it may be ignored. The Kodak Data Book of Lenses gives corrections for many of the lenses. In general, the changes rarely amount to more than one per cent, usually less, and they need only be made (except for the most critical work) with lenses of long focus and wide aperture. At short working distances, the infrared focus correction required increases the closer the subject is. It is usually more in the case of lenses which are focused by varying the space between the elements by turning the front of the lens.

Infrared films are developed in the common negative developers, following the instructions of the manufacturer. It is not possible, however, to use the common safelights, because they all transmit infrared rays, and so would fog the film. Special safelights, for instance the Wratten Series VII, are made to absorb the infrared and pass green light, and are intended for infrared darkroom illumination. Infrared films have very low sensitivity to green light, and this color can therefore be used in the darkroom. The green panchromatic safelights must on no account be used, however, for they allow the infrared to pass freely.

Probably the best known use of infrared photography is in revealing the distance through atmospheric haze. It is able to do this because infrared rays can penetrate some suspensions of dust and smoke in the air better than light to which panchromatic films respond. It is quite wrong, however, to say that infrared photography permits penetration of fog, and that it can allow ships to be navigated at sea in a dense fog, and so on. Such statements appear repeatedly in the press, but the actual facts are that the denser the haze, fog, or mist, the less is the chance of penetrating it by the infrared used in photography, and if a fog is so dense as to be a menace to safe navigation, infrared offers no help. For long-distance photography on hazy days, however, and in high altitude aerial photography, the infrared offers a distinct advantage. The most outstanding published examples of this are the photographs made by Captain Stevens on the second National Geographic Society-U.S. Army Air Corps stratosphere balloon flight, from a height of fourteen miles.

Stephen H. Spurr, in conjunction with the Fairchild Aerial Surveys, Inc., has made a study of the use of infrared film in forestry survey, with quite interesting

PHOTOGRAPHIC EQUIPMENT

DESIGNED BY PROFESSIONALS...
THE CHOICE OF PROFESSIONALS!

STROB* ELECTRONIC FLASH UNIT

The high speed light in use longer and more widely used than any on the market at this time . . . operates on any 110 volt, 60 cycle, A.C. light socket. Consists of SR power unit, 2 SR flash lamps with G.E. sealed beam flash tubes, 15 ft. A.C. power cord, 15 ft. tripper cord, spare fuses, extra tripper connector. Packed complete in rugged fibre carrying case. Write for full details or see your dealer. Price $260.00 plus tax.

For outstanding performance — for tested practicality — get acquainted with the name SR.

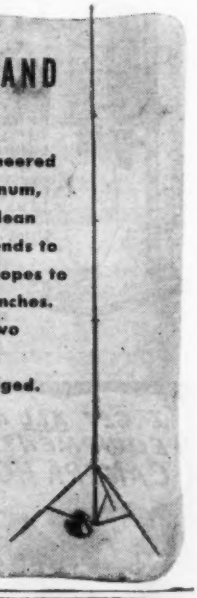
Here is equipment actually designed by a group of working professionals and recognized pioneers in the field of high speed photography — Frank J. Scherschel, Edward R. Farber, Robert H. Dumke, Egon Grimm. Already more leading professionals, newspapers and magazines use SR equipment than any other of its kind. You, too, will get better results. At better camera stores everywhere.

QUICK CHANGE CLAMP

Designed to mount light cameras and lamps almost anywhere. Consists of C clamp, camera mounting flange, camera stand, adapter, permanent camera mount, tripod socket adapter and adjustable swivel. Price complete $5.95.

STAND

Precision engineered of 24 ST aluminum, anodized for clean handling. Extends to ten feet, telescopes to a compact 25 inches. Weighs only two pounds, but amazingly rugged. Virtually tip-proof. Price $11.95.



Look For The Name

STROBO RESEARCH

4351 NORTH 35th STREET
MILWAUKEE 9, WISCONSIN

*The word STROB is a registered trade mark for high-speed photographic flash equipment built by Strobo Research.

COLOR CONTROLLED PROCESSING

Top Quality and Quick Service Assured

Any size Ansco Color roll processed, $1.00. Double frame 35mm mounted in individual cardboard mounts. Postage prepaid. No C.O.D.

EMPIRE COLOR P. O. Drawer 209 Englewood, Colorado

Write for special EMPIRE COLOR PRINT price list.

NO EXTRA CHARGE CARTRIDGE REFILL 35 M. M. 36 EXPOSURES

DEVELOPED - Fine Grain Processed
ENLARGED - Beautifully to 3¼ x 4¼
and RELOADED

$1.35 FOR ALL

18 EXPOSURES PROCESSED AND CARTRIDGE REFILLED FOR $1.00 - WRITE FOR MAILING BAG AND COMPLETE PRICE LIST -

HUB Mail Film Service ESSEX STA., BOX A BOSTON 12, MASS.

VETERANS—LEARN PHOTOGRAPHY

G.I. Approved

One of the finest schools in the country offers you a complete course covering basic, retouching, press, portraiture and fashion, oil coloring and direct color.

Our direct color training covers both Ansco and EKTA Chrome (Printon and Dye Transfer). All students receive special instructions in this department. Our classes are not over-crowded. Our equipment is modern and of the finest. Our building is air-conditioned. All supplies and equipment are furnished. It does not cost you anything to take your training. We secure living accommodations for you at very reasonable rates. We help you earn money while in training. Enter now. No waiting. New classes start the first of each month. Write for booklet.

FORT WORTH SCHOOL OF PHOTOGRAPHY

104 EAST 12TH STREET FORT WORTH, TEXAS

the BEACON that never fails

EVER-FAITHFUL · · ·

as a flashing lighthouse, the BEACON CAMERA is forever ready to bring you sparkling, sharp snapshots. Molded by General Electric of sturdy plastic, BEACON's compact, handsome, erecting case is exclusive in the low-priced miniature field.

CASE $2.50

$9.95 INCL. TAX

- Exclusive safety shutter lock prevents accidental release.
- Shutter speeds—1/50th second or time.
- Uses standard No. 127 film.
- 46 mm. Whitar color-corrected lens, ground, polished, fluoride-coated.
- Black pebble finish—built in tripod socket.

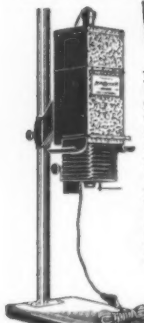
AT BETTER CAMERA STORES EVERYWHERE

Companion to the BEACON CAMERA is the simulated, brown leather Eveready Case.

Whitehouse Products, Inc.
360 Furman St., Bklyn., N. Y.

Distributed through:
RAYGRAM CORP., New York City
HORNSTEIN PHOTO SALES, Chicago, Dallas
CRAIG MOVIE SUPPLY CO., Los Angeles
San Francisco, Seattle

LOW COST PHOTO ENLARGERS



New improved STARLIGHT ENLARGER gives Better Results up-to-the-minute Features. Equipped with fine ILEX ANASTIGMAT 3½-inch F 6.3 LENS and IRIS DIAPHRAGM. Takes negatives up to 3¼" x 4¼". Makes Low Cost ENLARGEMENTS ANY SIZE for yourself or friends. Profitable easy business or hobby. Work at home. COSTS ONLY $24 INC'L TAX & LENS to own and operate. Write today for FREE FOLDER "A2", giving full details.

PHOTO-SPHERE CO., Inc.
115 East 23rd St.
NEW YORK 10, N. Y.

Every PHOTOGRAPHER and Every CAMERA CLUB should belong to

The Photographic Society of America

Valuable services for a small fee—plus prestige!

Ask for booklet.

1815 Spruce St.
Philadelphia 3, Pa.

ORDER Any CAMERA or PHOTO ACCESSORY WITH THIS COUPON!

Order your photo needs this easy way. Buy with complete confidence from one of the oldest photo supply firms in the U. S. We can supply *every* new item advertised in this issue by manufacturers and distributors . . . and for 41 years amateurs and professionals have turned to us for service and value. Use this convenient couponTODAY!

TO: THE CAMERA HOUSE, MAIL ORDER DEPT.
728 LEXINGTON AVENUE, NEW YORK 22, N. Y.

All orders must be accompanied by 10% deposit. Balance on Delivery.

Please send me the following for which I enclose $ _____
(PRINT ITEMS WANTED) _____

Name _____
Address _____
City _____ (zone) _____ State _____
☐ Send information on (Item) _____

Copyright 1947

results, particularly in photographing the Harvard Forest at Petersham, Mass. It appears that infrared photography permits the differentiation of tree species to quite an extent. In such photographs, hardwoods photograph nearly white, while softwoods appear gray to black, and various softwood species can be distinguished by their tone differences. All hardwood species photograph lighter than the softwoods by infrared but so far it has not been possible to distinguish between the various species. Trees which have lost their leaves, or which are dying appear black by infrared, and older trees appear darker. It will be evident that photographs of this type will be of great economic value to the man interested in determining the size of trees and the extent of stands of different kinds. They provide the information in a much simpler way than the laborious methods of ground survey where the trees are actually counted. The infrared also is being applied to geological survey with some promise of success, and there is no doubt that it will take its place in the vast schemes for aerial survey which are now being formulated.

Modern science has brought many of its techniques to bear on the undoing of the criminal, and infrared photography takes its place with ultraviolet, x-ray photography, and chemical analysis as an important means of investigation. It has been used with conspicuous success where pencil or carbon inks have been obliterated by dark inks which may appear opaque, but which are transparent to the infrared. It is also usually successful in photographing old documents which are faded and dirty. Some instances are on record of infrared photography deciphering documents which have been charred by fire, although the F. B. I. has reported that in their experience it has seldom been of value in this connection. Much depends on the degree of charring.

The infrared has been used with success in the examination of works of art. In the study of the techniques of the old masters, it has been used to reveal the sub-surface modeling in rendering anatomical detail, to show alterations and over-paintings, and to reveal signatures and characteristic brush marks.

We already have mentioned flashbulbs coated with an infrared lacquer for photography in the dark. There was some interest aroused in them in England in the earlier days of the war for photography in blackouts, and some were used for a time in this country by press photographers, in conjunction with Infrared Aero Film cut to sheet sizes. They appear to have been of transient interest, however, except when chosen for highly specialized uses.

Other applications of photography in the dark have been made, and one instance is shown in the illustration of the audience listening to a lecture. It is possible to imagine that some lecturers—and audiences—would receive quite a jolt if after the lecture they were shown candid photographs of the effect of the learned discourse. Some dark photographs have successfully been made of intruders—the

DETROIT PUBLIC LIBRARY

act of opening a door, for instance, tripping a shutter with synchronized infrared flash to expose a picture of the unwanted guest.

One point to remember in all this dark photography, however, is that the eye is quite sensitive to very deep red light, so that if the source is to be invisible a filter must be used which only allows the long wavelengths to pass. The infrared film is not sensitive to very long wavelengths, so a compromise must be effected if short exposures are to be used. The trick is to direct the lamps not at the subject, but at a reflector like a light-colored ceiling, so that the photograph is taken by indirect illumination. Then a little deep red light, which would be visible if the subject looked straight at the source, can be allowed. The Wratten No. 87 filter is generally satisfactory for indirect illumination, although the filament of a clear-bulb tungsten lamp can be seen through it by looking straight at it in the dark.

One application of infrared photography in which a number of people have dabbled at odd times, and which is being more seriously studied by a number of groups at present, is what may be called "photothermometry." This involves taking infrared photographs of hot objects, and from their appearance in the print, i.e. the variation in density, deriving an idea of the distribution of temperature (or rather of emissivity) over the surface. For instance, an infrared photograph of a flatiron might well show that it was hotter near the center, or over the heating elements, than at other parts. The hotter parts will appear whiter in a print—or darker in a negative. The method is not yet worked out so that it is known to be reliable, but it has promise over a temperature range of, say, 300°-400° C., just below visible red heat. There is little object in using it in the case of red hot objects, which can be seen, or photographed on panchromatic films.

Analogous to the ability of infrared to penetrate haze and similar atmospheric suspensions, is its ability also to pass through the surface layer of skin and so reveal the underlying small veins. The veins may not show up very strongly in the case of normal persons, especially if they are fat, but some doctors have recorded distinct changes in the pattern of the veins in connection with some diseases, for example, cirrhosis, axillary thrombosis, and some tumors. Infrared photography also has been of interest in dermatology, by showing up the condition underlying sores and scabs, and it has been employed in the investigation of some eye troubles.

In general, infrared photography is well worth the attention of the photographer. It is capable of beautiful pictorial effects, if properly used, and has already proved to be a very important photographic tool in science and industry. Photography bids fair to branch out into many special fields in the near future, and infrared photography undoubtedly will be used quite a lot. Photographers who expect to apply their knowledge of their subject would do well to develop an acquaintance with the infrared.—

DELTA FOR LENSES and FILM BARGAINS

Reserve your copy NOW! We are cataloging our entire stock of lenses —be sure of receiving your copy—ask for Lens Catalog "M." Wait till you see the eye opening values we are planning for the Fall! Thousands of fine lenses, in barrels, shutters, focusing mounts; or, if you prefer—tailor-made to fit YOUR camera. Don't forget—WRITE NOW!

JUST RECEIVED . . .
KODAK 16MM MAGAZINE SUPER X MAGAZINES, outdated, but good by our actual tests. Tropically packed to insure results. Priced for quick clearance...$1.95 each; $18.50 per dozen
(Price includes processing and return by Eastman Kodak)

DELTA SPECIAL
NOW! DELTA SAVES MONEY FOR THE 35mm FILM USER
Do you have a 35mm camera? Want to save up to 80% in your film cost? Quick as a flash, write to DELTA and order some of our outdated, but guaranteed, 35mm film. Millions of feet have been sold to our satisfied customers and we have millions more waiting for the SMART 35mm fan who orders his film from us. Look at our prices and then COMPARE . . . comparison will prove that our price is LESS THAN HALF of present value.
ANSCO—Finopan, Supreme, Ultra Speed Pan.
EASTMAN KODAK—Panatomic X, Plus X, Super XX
DEFENDER—Superior 2.2, Superior 2.3
100' $1.98 200' $3.75 400' $6.75 1000' $16.75
(Please specify second choice when ordering. We reserve the right to substitute a similar emulsion of another make to hasten delivery.)
For your convenience—Our daylight Bulk film Loader . . $5.95
Requires no darkroom for loading standard 35mm cartridges, once the 100' roll of film is inserted in the loader. Brand new and fully guaranteed to satisfy.
EMPTY 35mm cartridges (used) . . . . . $1.00 per dozen
SPECIAL COMBINATION OFFER! Take advantage of our unusual combination bargain special!
1—100' film (any type) . . . . . regular $1.98
1—Daylight Film Loader . . . . . regular 5.95
12—Empty Used 35mm Cartridges . . . . regular 1.00
Total 8.93
DELTA'S SPECIAL PRICE FOR THIS COMBINATION . $7.95
NOTE: You save almost $1.00!

DELTA SPECIAL
ATTENTION: KINE EXAKTA OWNERS
We can at last supply bayonet adapters in matched pairs, male and female, for use with standard Leica Extension tubes, to fit the KINE EXAKTA camera and lenses. With this set, any lens in a focusing mount can be screwed into the set and be used with this camera. Leica lenses are instantly fitted into the bayonet adapter and, if in collapsible mounts, may be used at all distances from 1½ feet to infinity. Lenses in non-collapsible mounts can be used for close-up work and, with the extension tubes, easily available, can be used for extreme close-up work. We made these in response to the hundreds of calls we have had and are sure that these are the only ones of their kind in the country.
GET YOUR ORDER IN NOW. BE AMONG THE FIRST. Kine Exakta Bayonet Set.
Consisting of one male bayonet adapter (fits into camera), one female adapter (Kine Exakta lens fits into it) and one extension tube (threaded, fits into both adapters for copying or close-up work).
COMPLETE SET $17.50
EXTENSION TUBES:
7mm—$3.18 15mm—$3.18 30mm—$3.81 45mm—$4.00
40mm—$4.40 90mm—$5.18

DELTA SPECIALS
4x5 GRAFLEX MAGAZINES — BRAND NEW, IMPROVED TYPE. $23.30
4x5 GRAFLEX BACKS, for GRAPHIC VIEW CAMERA, NEW. 11.75
4x5 GRAFLEX FOCUSING PANELS, NEW. 7.95

SPECIAL ORDER DEPARTMENT
Our special order department will undertake to make any special fitting or accessory you may need. We make focusing mounts for lenses, adapt lenses from one camera to another or both, or any other seemingly impossible task that may present itself. Write to us, we'll do our best to help you.

16MM MAGAZINES
Save Money—Be Smart—Come to Delta!
16MM MAGAZINES — load your own with Black & White or color. Brand New Magazines, from Surplus, easy to load . . . . . $ 1.00 each (including loading instructions) . . $10.80 per dozen
16MM MAGAZINES—loaded, ready for use, may be processed yourself or any laboratory at a very nominal charge. Film guaranteed to be perfect . . . . . $ 1.49 each $15.00 per dozen
50' 16MM FILM for loading into above magazines, 50 Weston, Guaranteed film . . . . $ .75 each $12.50 per dozen

SORRY, WE HAVE NO CATALOG AVAILABLE
We'd rather pass the saving on to you. WRITE NOW, tell us your needs and requirements. We'll promptly reply telling you what is available.

ALL PRICES F.O.B. NEW YORK. C.O.D. ORDERS SUBJECT TO 20% DEPOSIT.

DELTA PHOTO SUPPLY
690-F THIRD AVE.
NEW YORK 17, N. Y.

Students from the 48 States Come to the Land of the Missions to

LEARN PHOTOGRAPHY
in Beautiful Santa Barbara

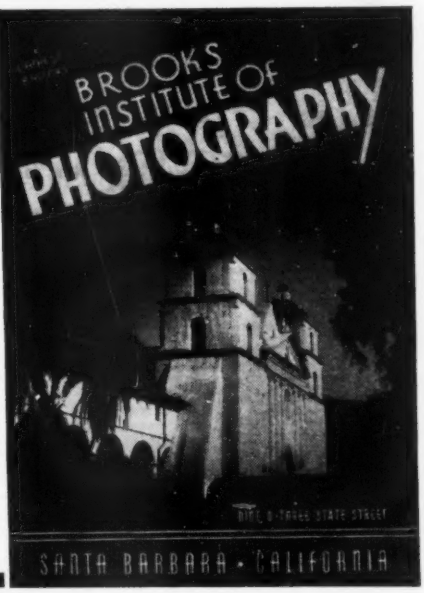
Specialized Courses by Instructors Who KNOW Their Subjects! 24 Months!

- Full Daytime Study in Complete Illustrative Advertising Photography.
- Complete Courses in Pictorialism, and Photo Journalism Available.
- Specialized Courses in Fashion Photography; and in Portraiture.

Write for Full Details about this Professional School in the Land of Sunshine—

BROOKS
Institute of Photography

Approved for Veterans



KODACHROME SLIDES
OF HISTORICAL PHILADELPHIA
35mm. Kodachromes in Ready-mounts of Independence Hall, Liberty Bell, Betsy Ross House, etc. 50 cents each. Send for free list.
KLEIN & GOODMAN, INC.
18 S. 10th Street Philadelphia, Pa.

Acetate Albums—$2.00
Rich, padded simulated leather albums in White, Brown or Tan. Beautifully embossed with Candid, Wedding, General or Baby designs. Comes with clear acetate pockets for Ten 5 x 7 prints. Extra acetate sheets (easily inserted) only 15c each. If your dealer does not have them, write direct specifying color and design. Other sizes and types available.
IMPERIAL ALBUM CO.
8151 S. Ashland Ave. Chicago 20, Ill.

CHROMART* COLOR PRINTS

FOR HIGHER QUALITY— LOWER PRICES— FASTER SERVICE—

*U.S. Reg. Applied For.

ANY SIZE TRANSPARENCY —ANY SIZE ENLARGEMENT

Price List for Prints:

2¼ x 3¼	**$0.45**
3¼ x 4¼	**.75**
4 x 5	**.90**
5 x 7	**1.80**
8 x 10	**2.85**

6 or more prints from the same transparency if ordered at the same time, 10% off above prices. Greater savings on larger quantities; write for prices. Special cropping, dodging and individual color-correction done only if requested. (No cropping on 45c size.) Minimum order one dollar.

FILM PROCESSING 24 HR. SERVICE

120 (B2) Ansco Color	**$1.00**
620 (PB20) Ansco Color	**$1.00**
35mm Ansco Color, Processed and Returned in Uncut Strip	**$1.00**
35mm Ansco Color, Processed and Mounted	**$1.25**
Mercury Transparencies or Half Frame Processed Only	**$1.00**

All unmounted 35mm transparencies submitted for prints will be mounted so that prints can be made. Please add 5c ea. for mounting charge.

All work rushed back to you airmail postpaid!

MINIMUM ORDER $1.00. NO C. O. D.

CHROMART LABORATORIES

BOX 8 **Dept. PP**

Binghamton CHROMART **New York**

"In the Heart of the Printon Industry"

ROLLEIFLEX Automatic with case, new	$300.00
ROLLEICORD f3.5 triotar with case, new	165.00
KODAK Santam f4.5 coated, new	40.40
KODAK 35, f3.5 ctd., RF built-in synch, new.	80.81
KODAK Reflex f3.5 ctd. RF, case, new	120.42
ARGOFLEX 2¼x2¼ Reflex f4.5 coated, new	61.13
ARGUS C3 f3.5 coated, flashgun, new	61.54
ARGUS A2 f4.5 coated & case, new	29.85
MERCURY II f2.7 coated, case & gun, L.N.	54.00
PERFEX 55 f2.8 coated, case & gun, L.N.	65.00
KEYSTONE 8mm camera f2.5, case, L.N.	49.50
REVERE 88-8mm camera f2.5, case, L.N.	55.00
REVERE 70 Mag., B&L f2.8, new	127.50
PERFEX Mag. 8mm turret f2.5, New	89.50
BOLEX H8 Turret f1.5, L.N.	279.00
BOLEX L8 f2.8, case, L.N.	99.50
BELL & HOWELL 8mm Sportster f2.5, New.	102.60
BELL & HOWELL 8mm Turret f2.8, New	156.80
KEYSTONE R8-8mm Projector 500W, New	74.50
REVERE DeLuxe 8mm Proj. & case, L.N.	99.50
DE JUR 8mm Projector 1000W, New	156.00
B&H Filmaster 8mm Proj. & case, New	177.45
VICTOR Model 3, f1.9 coated, New	169.50
BELL & HOWELL Mag. f2.5 coated, new	184.00
BOLEX H16, f1.9, coated, New	337.60
B&H FILMASTER 750W & case, New	273.50
B&H SHOWMASTER 1600'-1000W, New	312.53
B&H 16mm Filmsound complete, New	579.00
VICTOR 40B 16mm sound complete, L.N.	315.00
VICTOR 60 16mm sound, metal cases, New.	460.00
AMPRO 20 16mm sound, New	540.00
AMPRO 10 Century 16mm sound, New	465.00
NATCO 16mm sound, latest model, gray, New	465.00

MAIL ORDERS PROMPTLY FILLED
IF YOU DON'T SEE WHAT YOU WANT—
WRITE US—NEW CAMERAS ARE
COMING IN EVERY DAY

YOUR FRIEND IN THE BUSINESS **JACK SCHIFF**
CAMERA EXCHANGE
55 VESEY ST. NEW YORK 7. BE.3-1151

The ABC's of Enlarging

(*Continued from page 61*)

blotter roll—to prevent the damaging of the emulsion.

No matter which method we use for drying, it is likely that our prints will be curled when dry (Figure 3). If they are going to be mounted, there is no need to worry about it. But if they are going to be used as they are, or in a folder, we should straighten them. This is a rather easy task. All we need are two breadboards and two C clamps. The procedure is shown in Figure 4. We take the curled prints and moisten their backs with the sponge. Be careful not to moisten the emulsion side; it has to remain dry. Place the moistened prints face to face and back to back (dry emulsion side toward dry emulsion side and moistened back toward moistened back) and put these prints between the breadboards.

Then place the two breadboards flat on the table, holding them together with one hand all the time to prevent slipping, and apply one of the C clamps to one side. Make the clamp tight, but not too tight. Then stand the boards on edge and apply the other C clamp to the other end. During this operation one hand must hold the boards together to keep the prints from moving. When both clamps are on, we tighten both as far as they go. Leave the prints in this "press" for 24 hours, and when you take them out they should be perfectly flat. If you wish, you may use four clamps instead of two, one on each corner. Of course it is more convenient to use a print press made for this purpose and sold in most photo supply stores, but it is cheaper the way we have described it above. The flattened prints should be kept under pressure all the time (in folders, between glass, in books, etc.) because if they are just left around loose, they will curl with a change in the weather. If they do, they can be flattened again as described above.

Drying and straightening of the prints is really a part of the enlarging procedure. For good results they must be given the same care and attention as any other steps in the process.—

ANSWERS TO PIX-QUIZ

(See Page 20)

1. (2) Metol, a developing agent.
2. (2) those portions of the electromagnetic spectrum affecting photographic emulsions.
3. (3) retouching small imperfections on a negative or print.

Think up some questions yourself! POPULAR PHOTOGRAPHY will send you three dollars and the original Popko drawing, suitable for framing, which is used to illustrate your quiz question. So send in your pet problems, and let's see if you can stump the experts. Unused contributions cannot be returned.

TEXAS COLLEGE OF PHOTOGRAPHIC ART
1st IN THE GREAT SOUTHWEST!

SCENIC and HISTORIC SAN ANTONIO
THE PHOTOGRAPHERS' WONDERLAND
VETERANS MAY ENROLL UNDER G. I. BILL
LEARN PHOTOGRAPHY NOW
FASCINATING WORK — EXCELLENT PAY
FREE BOOKLET ADDRESS: DEPT. 12

Texas COLLEGE OF PHOTOGRAPHIC Art
SAN ANTONIO, TEXAS

"ONE BLOCK FROM THE ALAMO"

REVERE
8mm MOVIE EQUIPMENT

CAMERAS:

"88" f2.5 . . $77.50; f1.9 coated lens	$104.50
"70" mag. f2.8 B&L coated lens	127.50
"70" mag. f1.9 Wollensak coated lens	145.00
"99" Turret, f2.8 B&L coated lens	110.00
"99" Turret f1.9 lens	137.50
Projector "85" coated lens	120.00
1½" Kodak Telephoto f3.5 lens, with filter ($55 value)	38.50

SPECIAL! SPECIAL! ACCESSORIES

G.E. Meter with case	Reg.	$28.50
30x40 Screen	Reg.	15.00
Splicer Hollis 555	Reg.	5.50
Color Filter Set	Reg.	4.50
Camera Case	Reg.	12.00
DeLuxe Projector Case	Reg.	12.50
	Regular	$78.00

SPECIAL . . with any of the above cameras AND Projector **$54.60**

Include 25% Deposit with All Orders
We Buy and Sell Used Cameras
If We Don't Advertise It—Ask For It!
L. S. BRYAR SALES CO.
643 Coster St. New York 59, N.Y.

POPULAR PHOTOGRAPHY SPECIALS
on Used Equipment and Floor Samples

	Regular Value	Special Price
Automatic Rolleiflex	$275.00	$195.00
2" Kodak Ektar f3.5 Lens in Compur Rapid shutter	20.00	12.00
15" Wollensak Raptar f5.6 Telephoto Lens (new)	125.00	85.00
Omega DII 4x5 Enlarger without color head (floor sample)	176.80	145.00
Omega DII with color head and 135mm Woll. coated Lens	248.30	195.00
8½ Taylor Hobson Cooke f4.5 Lens in barrel (5x7)	110.00	80.00
Korona 4x5 View B&L Protar Lens 8", 11", 16" B&L shutter	165.00	110.00
21 CM Zeiss Tessar f4.5 Lens Comp. with Zeiss Protar Distar.	150.00	95.00
Lott Professional Dryer	29.95	18.00
National Photosoot	42.50	32.50
SVE Model AK Projector	63.50	45.00
Fresnel Photospot	14.95	9.50
RB 4x5 Autograflex 8½ KA FPA.	175.00	125.00
Philco 1201 (slot) radio phono.	79.00	55.00

Cash with order—Full refund privilege
Other equally good buys

COLCHESTER CAMERA COMPANY
10 Main Street, Colchester, Connecticut

35m ULTRA FINE GRAIN DEVELOPED $1.25 Coin or Money Order

Return Postage Paid by Us

Any roll up to 36 exposures (incl. Mercury), and good frames enlarged to 3½ x 5 on single weight velvet paper (glossy if preferred). Negatives chrome treated to minimize scratches.

Ask for Free Mailing Bags

8 Exposures Roll Film, and Prints 45c

WALTER LABS. QUALITY PRINTS SINCE 1935
3351 FULTON ST., BROOKLYN 8, N. Y.

Calendar of PHOTOGRAPHIC EXHIBITIONS

*Conducted according to the recommended practices of Photographic Society of America.

35th Salon International D'Art Photographique De Paris.
On exhibition October 25 to November 9.

56th Toronto International Salon of Photography*, Toronto Camera Club.
On exhibition Aug. 22 to Sept. 6 at the Canadian National Exhibition, Toronto, Ontario, Canada.

1st Canadian Telephone International Salon of Photography*, Bell Camera Club of Montreal.
Closes August 15.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 8 to 20, Museum of Fine Arts, Montreal.
For entry form write John L. Handfield, 5105 Des Erables St., Montreal, Can.

4th Louisville International Salon of Photography*, Louisville Photographic Society.
Closes August 30.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 22 to 27, Watterson Hotel, Louisville, Ky.
For entry form write Thomas E. Muldoon, 1914 Wrocklage Ave., Louisville 5, Ky.

Northwest International Photographic Salon*, Washington Council of Camera Clubs.
Closes Sept. 1.
Entry fee $1.
Four prints allowed.
On exhibition Sept. 13 to 21, Western Washington Fair, Puyallup, Wash.
For entry form write Western Washington Fair Association, Puyallup, Wash.

1947 Lazarus International Salon of Photography*.
Closes Sept. 3.
Entry fee $1.
Four prints allowed: (Three divisions; see entry form.)
On exhibition Sept. 8 to 15, Assembly Center, F. & R. Lazarus Co., Columbus, Ohio.
For entry form write Fred H. Braunlin, chairman, 456 Elsmere St., Columbus 6, Ohio.

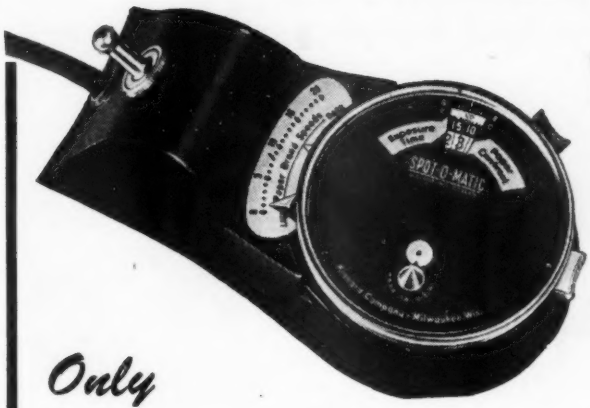
22nd Annual Exhibition of Photography*, Museum of Fine Arts of Houston.
Closes Sept. 8.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 5 to 19, Museum of Fine Arts of Houston, Texas.
For entry form write Museum of Fine Arts of Houston, Main and Montrose Blvds., Houston 5, Texas.

7th Annual Victoria International Salon of Photography*, Victoria Camera Club.
Closes Sept. 13.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 5 to 12, Empress Hotel, Victoria, Canada.
For entry form write Ken McAllister, 812 Fort St., Victoria, B. C.

4th Chicago International Color Slide Exhibit*, Chicago Color Camera Club.
Closes Sept. 13.
Entry fee $1.
Four slides allowed.
On exhibition Sept. 30 to Oct. 3, Chicago Historical Society.
For entry form write George W. Blaha, 6240 South Artesian Ave., Chicago 29, Ill.

5th International Contest of Sporting Photographs, Provincial Athletic Club.
Closes Sept. 15.
No entry fee.
Six prints allowed.
On exhibition in October.

HOW TO Simplify and Speed Up ENLARGING!



Having trouble exposing enlargements? *Don't become discouraged!* The "error allowable" is even *less* than in exposing for color film with a camera. A variance of as little as 10% may mean the difference between GOOD and POOR prints. The problem is further complicated by the relationship between exposure, contrast grade of paper and contrast range of the negative.

Only **SPOT-O-MATIC *gives ALL the Answers!***

By providing all needed information *automatically* . . . SPOT-O-MATIC solves your biggest enlarging problems. In ONE reading it tells the correct paper to use for each negative, the exposure time required, and whether negative is over or under-developed. Has illuminated dial!

Always accurate and easy-to-follow, SPOT-O-MATIC owners say it is *indispensable.* See for yourself!

COMPLETE PRICE: . . with instructions for black and white, and color; 6-ft. cord . . . "Speed" Chart and 48-page Manual. **$9.85**

KINNARD COMPANY...760 N. Water St., Milwaukee 2, Wis.

SPOT-O-MATIC *Enlarging Meter*

Bass hurdles every trade

Bass jumps at every chance to trade
His deal's the best that can be made
He'll take your old stuff, trade you new
And here is all you gotta do—
Just write and tell him what you need
And mail along your stuff with speed
You'll get the best exchange from Bass,
The trading champion of his class!

Charles Bass
President

Bass Camera Co.
179 W. MADISON ST.
CHICAGO 2, ILL.

New! Novel!! Studio Tested!!!
Professional Sepia Tone No. 1
TINT! TONE! Sample Order $1.00. Immediate Shipment. Refunded if not satisfied.
One Solution.
(Dip once and it's done!
Write for Literature
Teitel Laboratories P. O. BOX 123 CORONA, N. Y.

We are looking for high grade COLOR TRANSPARENCIES
SUITABLE FOR MAGAZINE COVERS AND OTHER ILLUSTRATIVE PURPOSES.
4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest, picture stories. Prompt replies and returns. Prompt payments.
THE SHOSTAL PRESS AGENCY
545 FIFTH AVE., Dept. P-24, NEW YORK 17, N. Y.

For information write Club Atletico Provincial. Bd. 27 de Febrero No. 2672, Rosario, Rep. Argentina.

1947 Photographic Society of America Exhibition of Photography*.

Closes Sept. 15. (Motion picture division closes Sept. 5.)
Six divisions; pictorial, color, nature, technical, press, motion picture.
On exhibition Oct. 8 to 31, Oklahoma Art Center.
For information on a particular division write PSA Exhibition Committee, 900 Commerce Exchange Building, Oklahoma City 2, Okla.

1947 Omaha International Salon of Photography*, Omaha Camera Club.

Closes September 15.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 5 to 20 at Joslyn Memorial Gallery.
For entry form write Harold Diers, salon chairman, 423 Electric Bldg., Omaha, Neb.

6th Sao Paulo International Salon of Photographic Art, Foto-Cine Clube Bandeirante.

Closes Sept. 20.
No entry fee.
Four prints allowed.
On exhibition November at the Prestes Maia Galleries.
For entry form write Foto-Cine Clube Bandeirante, Rua Sao Bento, 357-1.o andar, Sao Paulo, Brasil.

3rd International Adelaide Salon*, Adelaide Camera Club.

Closes Sept. 26.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 27 to Nov. 10 in the Royal South Australian Society of Arts Gallery, Adelaide, South Australia.
For entry form write Hon. Secretary, Box 602-E, G. P. O., Adelaide, South Australia.

9th Annual Salon*, Fine Arts Camera Club of Evansville.

Closes Oct. 11.
Entry fee $1.
Four prints allowed.
On exhibition Oct. 19 to Nov. 2, Evansville Public Museum.
For entry form write J. Paul Wurtz, 810 South Governor St., Evansville, Ind.

8th Annual Vancouver International Salon of Pictorial Photography*, Vancouver Photographic Society.

Closes Oct. 14.
Entry fee $1.
Four prints allowed.
On exhibition Nov. 4 to 23, Vancouver Art Gallery.
For entry form write Mrs. May Hunter, 8619 Montcalm St., Vancouver, B. C., Canada.

3rd Mississippi Valley Salon of Photography*, St. Louis Camera Club.

Closes October 14.
Entry fee $1.
Four monochrome prints; four color prints; four transparencies allowed.
On exhibition Oct. 26 to Nov. 9, Missouri Historical Society, Jefferson Memorial.
For entry form write Norman Brice, 51 Ridgemore Dr., St. Louis 5, Mo.

5th Annual Kootenay Photographic Salon*, Trail Camera Club.

Closes Oct. 15.
Entry fee $1.
Four prints and/or transparencies.
On exhibition Oct. 28 to Nov. 1, Masonic Temple, Trail, B. C.
For entry form write Robert Gray, P. O. Box 35, Trail, B. C., Canada.

9th Atlanta Salon of Photography*, Atlanta Camera Club.

Closes Oct. 28.
Entry fee $1.
Four prints allowed.
On exhibition Nov. 15 to 30, High Museum of Art, Peachtree St., N. E., Atlanta, Ga.
For entry form write Mrs. Hal Drake, 685 E. Morningside Drive, N. E., Atlanta, Ga.

1st Hungarian Postwar International Salon of Photography.

Closes Oct. 31.
Entry fee $1.
Six prints and 10 transparencies allowed.
On exhibition Dec. 15 to Jan. 15, 1948, Budapest, Hungary.
For entry form write Thomas Kankowsky, 2544 W. 7th St., Los Angeles 5, Calif.

11th International Salon of Photography*, Photo Pictorialists of Milwaukee.

Closes Nov. 8.
Entry fee $1.
Four prints allowed.
On exhibition Dec. 7 to 27, Milwaukee Art Institute.
For entry form write Harvey A. Scholz, 926 N. Plankerton Ave., Milwaukee 3, Wis.

16th Detroit International Salon of Photography*, Photographic Salon Society of Detroit.

Closes Nov. 15.
Entry fee $1.
Four prints allowed.
On exhibition Dec. 21 to Jan. 11, 1948, Detroit Institute of Arts.
For entry form write Evan R. Thomas, 18934 Woodward Ave., Detroit 3, Mich.

International Exhibition of Pictorial Photography, Lincoln Camera Club.

Closes Nov. 19.
Entry fee $1.
Four prints allowed.
On exhibition Dec. 6 to Jan. 3, 1948, Usher Art Gallery.
For entry form write Miss H. Burton, 364 Burton Road, Lincoln, England.

Salon chairmen are invited to send us complete information regarding their exhibitions at the earliest possible moment so that announcement can be made in this column in time to permit readers to write for entry forms.

PRIZE-WINNING PICTURE

The International Society of Photographic Arts selected this picture of Ingrid Bergman, made by Scotty Welborne, Enterprise Studio photographer, as "The Most Provocative Motion Picture Still of 1946," according to Sam Opee, president of ISPA. The picture, titled "Invitation" is

from the film version of "Arch of Triumph." In awarding Welborne the $250 first prize, Opee stated that "Invitation," selected from more than 1500 American, British, and French entries, represented a new achievement in the creation of the "provocative mood" through masterful use of black-and-white photography.

REMEMBER ROEHRIG FOR COLOR

QUALITY OIL PHOTO COLORS!

MAGIC . . . FUN . . . THRILLS—COLOR YOUR PHOTOS WITH

ROEHRIG TRUE-TONE OIL PHOTO COLORS

It is so easy, so thrilling for you yourself to transform your black and white prints of that unforgettable vacation into brilliant, natural color pictures with ROEHRIG TRUE TONE OIL PHOTO COLORS.

You will be amazed at the brilliance and fidelity of the colors—as realistic as the scene itself . . . and you, as the artist, will be thrilled with the splendid results achieved so effortlessly with ROEHRIG Colors. No artistic or special skill is required . . . you get the "hang" of it after a little practice. Simple, easy to follow directions are included with each set.

ROEHRIG COLORS may be had in complete sets and separate tubes. All shades are available including regular and concentrated colors. Beginners will find the NEW STUDENT SET ideal . . . it is economical and includes easy-to-follow instructions.

Discerning professional and amateur colorists have preferred ROEHRIG Colors for over 35 years. They are based on an unmatched formula and reproduce brilliant, natural colors, faithfully and permanently.

ROEHRIG Colors are obtainable only in tubes and containers bearing the ROEHRIG NAME . . . they are the finest photo colors your money can buy . . . . NEVER accept a substitute for ROEHRIG.

BUY ROEHRIG COLORS—and you will know what it means to say—"COLOR IS MAGIC"

SETS PRICED FROM $2.50 up Plus Postage

WITH FULL INSTRUCTIONS

If your dealer cannot supply, we will ship direct. Include parcel post fee with order. Sorry no C.O.D. orders.

For prices in Canada, consult your Canadian Dealer.

Write for folder "P" illustrating our sets with prices.

ROEHRIG-BIELENBERG CO.
39 Henry St., Brooklyn 2, N. Y.

W. E. BOOTH CO., LTD.—Canadian Agents
12 Mercer Street, Toronto—480 Lagauchetiere St. W., Montreal

Illustrated below is our "Complete Outfit" $4.75

ROEHRIG FOR TRUE COLOR . . . SINCE 1912

VETERANS... LOOK TO THE GREAT SOUTHWEST For the BEST in PHOTOGRAPHIC TRAINING

OUR SPECIAL VETERANS COURSE INCLUDES . . .

• *Instruction by America's Outstanding Teaching Staff.* All instructors hold university degrees, degrees in photography, or diplomas from recognized photographic schools. All are experienced and recognized photographic educators.

• *Everything is Furnished; There Are No Added Charges.* Your Certificate of Eligibility underwrites all expenses: instruction costs, photographic materials, laboratory fees, all rentals on equipment and models' fees.

• *Your G. I. Educational Benefits Are Safeguarded.* You receive a full academic year of training (34 weeks) for each year of education due you. You need not sign away excessive amounts of your valuable eligibility.

• *Our Facilities and Equipment Are Unexcelled:* Four modern, fully air-conditioned buildings, numerous studios, laboratories, and print salons. Dozens of the latest-type cameras, lights, enlargers, and other professional equipment. Famous Dallas models on a full-time basis.

• *Our Educational Methods Get Results.* The teaching procedures at the Institute are based on months of experience in training veterans. As a result of the sound educational plan followed, scores of our graduates are succeeding in all phases of photography. Let us give you fuller details of our program.

A letter or post card will bring you information at once without obligation to yourself.

SOUTHWEST PHOTO-ARTS INSTITUTE
1709 FOREST AVE. S. D. MYRES, Ph. D., Director DALLAS, TEXAS

HOW FAR CAN YOU GO ON A

Quart?

GIN: 16 Martinis..24 Tom Collins
MILK: Four babies (very young)
WHISKEY: No accurate statistics
GASOLINE: About 4 miles..maybe

But if you use **DEVEL-6** . . . You can get about 100 8 x 10 prints per Quart!

DEVEL-6 (print developer) will not oxidize in air or exhaust with use. Constant results as long as you can make it last. Half Gal. $1.00

For fine grain negatives use **DEVEL-2.** Constant results . . . Superb quality. Quart $1.25

ALBURGER RESEARCH PRODUCTS CO.
1654 Rodney Drive • Hollywood 27, Calif.

PB *California* **FILTER KITS**
FOR COLOR and BLACK & WHITE PHOTOGRAPHY

Owners of
ARGOFLEX
Attention!

The specially designed PB Filter Kit for your camera will increase the perfection of your pictures far beyond its modest cost.

Also Precision Designed Filter Kits for

- ARGUS A, C2 AND C3
- ARGOFLEX*
- KODAK 35
- KODAK BANTAM 4.5 AND 5.6
- LEICA
- PERFEX

Kit includes: PB chrome-aluminum lens-shade & filter holder; K2 yellow, 25 A red, haze and type A conversion filters and pouch.

* Supplied with green filter instead of conversion type A.

$8.95

Specify camera model when ordering from your dealer or...

PONDER & BEST, INC.
1230 S. GRAND AVENUE
LOS ANGELES 15, CALIF.

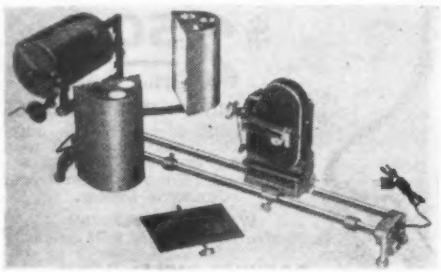
Trade Notes and News

(*Continued from page* 82)

extension pipes 5, 8, and 11 inches in length, these hood shades are priced between $6.50 and $9.60. Additional information will be supplied by the manufacturer upon request.

AVAILABLE ONCE MORE after having been off the market since 1941, the Brownie Darkroom Lamp, Model B, is provided with a Series O yellow cup for safety in handling paper during printing operations. Series 2 (red) and Series 3 (green) cups also are available for use with film. Made by Eastman Kodak Co., the Brownie Darkroom Lamp, Model B, is priced at $1.25 plus tax, equipped with your choice of the three cups.

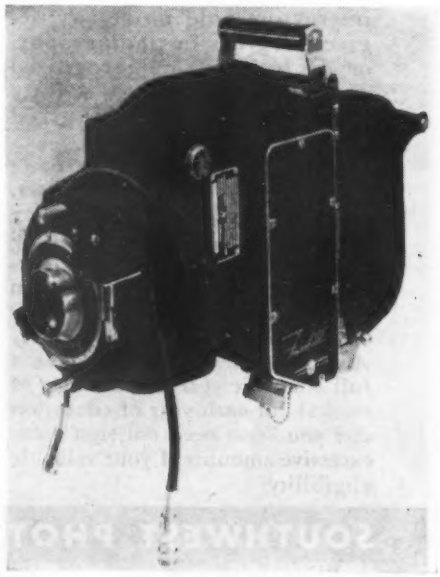
EQUIPPED WITH A wide variety of devices for producing straight and trick movie titles and animation, the new Bolex Titler can be used with an 8mm or 16mm camera. In many ways similar to an optical bench, the unit features a sliding camera mount which moves on calibrated base rods. The card-holder takes 5¾ x 8″ stock, and a flat plate is provided for holding smaller sizes in position. A scroll drum is an integral part of the assembly, and is fitted with a



Titler has variety of trick devices.

guide for accurate placement and alignment of title letters. The two light reflectors are adjustable and afford adequate ventilation for flood bulbs. For additional details concerning the new titler, write to American Bolex Co., Inc., 521 Fifth Ave., New York City.

THE PORTRAMATIC 70, using 70mm rollfilm, has been brought out by Fairchild Camera and Instrument Corp., Jamaica, Long Island, N.Y., for the convenience of portrait photographers. Using daylight-loading magazines affording 370 exposures 2½ x 3″ or 425 exposures 2½ x 2½″, the camera's automatic, remote-control operation is completed in two seconds. As the shutter blades reach full open position the electronic flash (if one is used) is discharged and the film then is advanced to the next position. The same operational cycle obtains with conventional studio lighting. The Portramatic's shutter is an Ilex Universal No. 4, with speeds from 1 second to

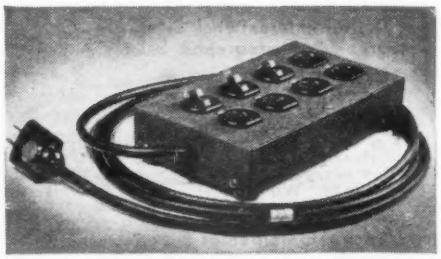


Automatic camera for portrait work.

1/100 second, and built-in synchronization. The lens is a 10-inch coated Ektar *f* 6.3, which stops down to *f* 45. Information regarding price and delivery can be obtained from the manufacturer, attention W. J. Schubert.

A WIDE VARIETY OF photographic stamps, matchbooks, medallions, and personalized pocket mirrors now is being made by the Photo Stamp Co., 40 Newkirk Plaza, Brooklyn 26, N. Y. Prices and instructions for ordering can be obtained by writing to the manufacturer at the address given above.

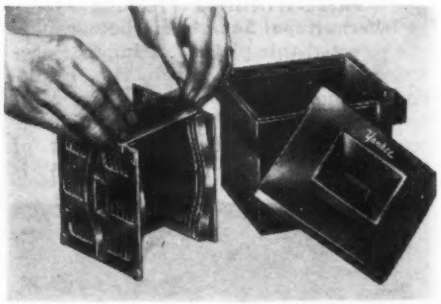
A CONTROL PANEL to facilitate the use of several electrical connections from a single wall outlet is announced by Ewart, Healy, and Koch, Inc., 248 Boylston St., Boston, Mass. Three single outlets are provided, controlled by individual switches, to-



Three single, one duplex outlet on panel.

gether with one duplex live outlet. All are flush-mounted in a box-type steel housing finished in black and red wrinkle enamel. A fused attachment plug is provided, containing two fuses rated at 15 amperes. The unit is equipped with rubber feet, and demountable keyhole clips are available for wall mounting. The price is $9.95.

A DAYLIGHT TANK for developing sheet film and filmpacks is the new Yankee, announced by Windman Brothers of Los Angeles, Calif. It will accommodate all sheet-film sizes from 2¼ x 3¼ to 4 x 5, and has a capacity of 12 negatives. Loading grooves are designed to place the film under



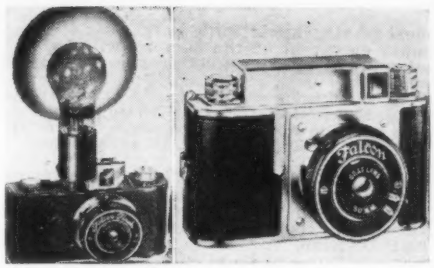
Tank takes 2¼x3¼ to 4x5 sheet film.

tension so it does not sag during development. A loading bar is provided to simplify loading in the dark. The cover contains a solution chart and directions for agitation by gentle rocking. A thermometer can be inserted directly into the solution, and the corner spout permits complete emptying. Made of black bakelite, the Yankee tank is priced at $6.95 including tax.

USING NO. 6 bayonet-base bulbs, the new flash synchronizer for the Clarus camera is light in weight and has no moving parts. Designed to work in conjunction with the synchronizing mechanism built into the camera shutter, the unit can be mounted on the camera with or without the case.

SAID TO BE CAPABLE of supporting 300 lbs. safely, the Adjusto-Stand is designed as a firm support for movie projectors. Adjustable to heights ranging from 33″ to 57″, the stand is particularly useful where the light beam must pass above the heads of an audience, and will compensate for uneven floor surfaces. Information regarding prices and other details can be obtained from Visual Education, Inc., 12th at Lamar, Austin, Tex.

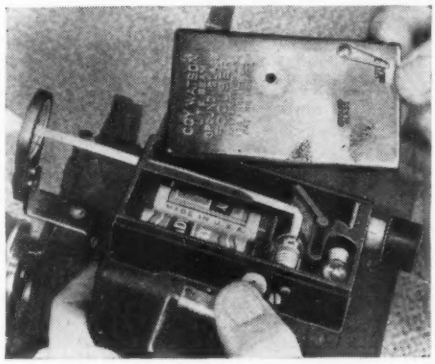
TWO NEW FALCON cameras have been announced by Camera Specialty Co. The Falcon Senior takes 16 pictures on No. 127 rollfilm, has eye-level viewfinder, two shutter speeds, and is priced at $5.50 with 50mm Graf lens or $7.50 with 50mm *f* 7.7 achromat lens. The Falcon Flash has an internally



Rollfilm cameras have eye-level viewfinders.

synchronized flash unit, 50mm Graf lens, two shutter speeds, and a collapsible eye-level viewfinder. Taking 16 pictures on No. 127 rollfilm, it has a storage compartment for additional film.

OF INTEREST TO those owning cameras of the press type is the Combination Lite Beam and Groundglass Rangefinder, designed and made by Coy Watson, 2217 Berkeley Ave., Los Angeles 26, Calif. The focusing lens conforms in focal length with the camera lens, and is mounted on the front board of the camera. Pressure on a button sends a ray of light (via a front-surface reflector) through this lens onto the subject, the sharpness of the lamp-filament image determining when sharp focus has been achieved. The same focusing lens is used in conjuncion with a small groundglass and

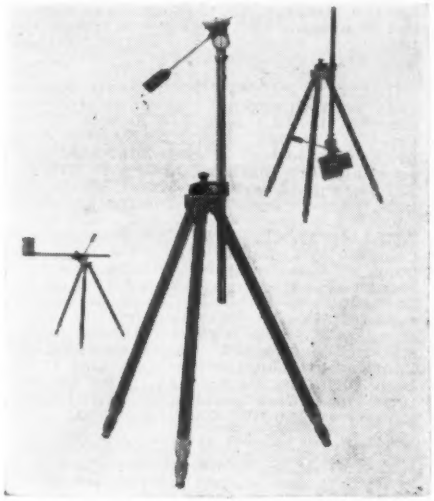


Light beam-rangefinder for press cameras.

a magnifying eyepiece to duplicate the image formed by the camera lens on the camera groundglass. Price of the Combination is $32.

CONVENIENCE IN hanging framed pictures level is afforded by a device known as Pic-Hang, manufactured by Franklin Picture Frame Co., 2019 W. Montrose Ave., Chicago 18. Priced at three for 10 cents, complete with two sizes of nails, Pic-Hang is being sold at department and chain stores.

WEIGHING ONLY 7 OUNCES, the Adjustapod can be mounted on any standard tripod having a head up to 4 inches in diameter, and provides a 17-inch extension in any direction. Its major advantage for



Arm provides 17-inch extension on tripod.

With the blue Pacific half an hour away, stimulating field trips under the direction of instructors are part of every student's training in the Fred Archer School. Widely varying locations, mountain and desert as well as seashore, are reached quickly and easily.

Full-time Course . . . 24 Months . . . Co-educational

★ *Brochure P-2 sent on request*

THE FRED ARCHER SCHOOL OF PHOTOGRAPHY A NON-PROFIT INSTITUTION

2510 WEST 7TH STREET ★ LOS ANGELES 5, CALIFORNIA

DIRECTOR: FRED R. ARCHER, F.P.S.A., ADMINISTRATION: SEYMOUR L. ELKINS

TWO CAMERAS For The Price Of One!

HERE is a new, versatile 4 x 5 camera which does the work of two. The BRAND 17 is unexcelled as a combination press and view camera.

As a press camera the BRAND 17's exceptional light weight is noteworthy. All adjustments have been made easy for fast action.

View camera users will find front and back focusing, 3" front drop, complete flexibility of all swings and tilts for both front and back, centered swings, 17" long bellows, 4 sided metal hood, 360° revolving back that is removable for accessory backs and additional features which give the BRAND 17 its universal appeal.

The BRAND 17 is guaranteed by your local camera dealer.

See your camera dealer today. If the BRAND 17 is not yet in stock, please write us your dealer's name and we will send you full information.

BRAND CAMERA COMPANY
500 W. Washington Blvd., Los Angeles 15, Calif.

NEW! DIFFERENT! FOR CAMERA FANS

The SERVICE Gadget Bag, designed for the discriminating. Beautifully made of soft top grain cowhide in a rich suntan shade, solid brass hardware, and exclusive identification window. Created by the manufacturers of America's finest camera carrying cases. Holds camera (movie or still up to 2¼ x 3¼ Speed Graphic) and accessories. Adjustable strap for shoulder or hand use. Convertible interior makes full space available. There's no other gadget bag like it . . . a joy to own and a delight to use. Order one today . . . be envied tomorrow!

MONEY BACK GUARANTEE

Enclosed is my check or money order for_____gadget bag(s) at $19.95
Name_____
Address_____
City_____

Order at Once **MAILMART** 18 W. 47th St., New York 19, N. Y. We Pay Postage

ALL DIFFERENT CONTRASTS WITH BUT ONE GRADE OF PAPER

YOUR DIAPHRAGM CONTROLS CONTRAST

THIS remarkable chemical achievement eliminates the need for the use of a number of different papers to obtain satisfactory results from negatives of different densities. It also offers almost unlimited possibilities for artistic effects with your enlarger equipped with

VARISCO "A"
VARIABLE CONTRAST FILTER
AND USED WITH ALL DESIRABLE TEXTURES AND WEIGHTS OF
"VARIGAM"
VARIABLE CONTRAST PAPER

NOW YOU CAN EASILY MAKE FINE DIRECT COLOR PRINTS

YOUR DIAPHRAGM CONTROLS COLORS

THINK of the pleasure of making color prints from your transparencies right in your own home. False color balance of transparencies, light sources and printing materials can be quickly corrected when your enlarger is equipped with

VARISCO "B"
VARIABLE COLOR FILTER
AND USED WITH
ANSCO
PRINTON
COLOR PRINT MATERIAL

AT DEALERS OR EITHER FILTER WILL BE SENT ON RECEIPT OF PRICE $3
SPECIFY DIAMETER OF LENS

GUARANTEE: If after 5 days trial you are not completely satisfied, return filter and your money will be refunded.

Laboratory of
C·A·BIRCH-FIELD
HAMDEN CONN.

NO OTHER FILTERS OR COLOR HEAD NEEDED
Popular Science report on request

If you want US to make your color prints . . . send for details

LENS COATING HARD PERMANENT CLEANABLE
FOR ALL OPTICAL SYSTEMS

Increase definition! Eliminate flare! Improve brilliancy! Achieve faithful color reproduction.

Write to Chemoptics, the oldest glass coating laboratory, for information on the newest in modern lens achievements and scientific mirror work.

Speedy repair service on cameras.

CHEMOPTICS, INC.
33 Union Sq. West, New York City 3, N. Y.

Photo Equipment
and Supplies of All Kinds

CAMERAS
LIGHTS
LENSES
TANKS
MOUNTS
PRINTERS
ENLARGERS
DRYERS
ETC.

Biggest stock in our history—new six-story professional building and two amateur stores filled with new equipment and supplies. Serving customers South and West of Missouri River. Send list of your needs for prompt answer and prices. Concentrate your purchases with us. Save time. Avoid disappointments. Established in 1906. Don't wait. Make up your list and mail it now.

Memphis Photo Supply Co.
125 S. COURT ST. MEMPHIS 1, TENN.

You Can Be Successful In Photography

Now, you, too, can be successful in photography. At the Cambridge School of Photography you receive *individual* instruction by thoroughly trained photographers and technicians. Courses include:

- *Portraiture*
- *Commercial Photography*
- *Color Photography*

Learn *successful* photography today. You can enroll *now* at the Cambridge School of Photography. Mail the coupon for full information.

CAMBRIDGE SCHOOL of PHOTOGRAPHY
1501 MOUNT ROYAL AVENUE
BALTIMORE 17, MARYLAND

CAMBRIDGE SCHOOL OF PHOTOGRAPHY
1501 Mount Royal Ave., Baltimore 17, Md.

I wish to learn successful photography. Please send me full information. I am not to be obligated in any way.

NAME.....
ADDRESS.....
CITY..... ZONE.... STATE.....

DETROIT PUBLIC LIBRARY

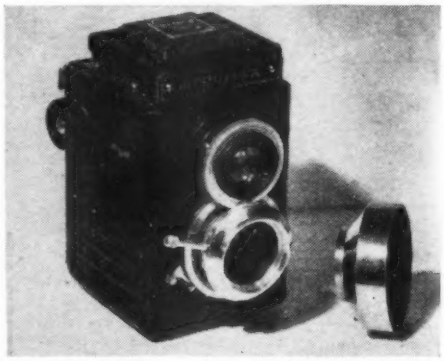
most photographic work is its provision for rapid elevation of the camera without any adjustment of the tripod proper. It can be employed with movie and still cameras, with or without pan head, and is controlled by a single thumbscrew. Priced at $5.95 plus tax, the Adjustapod is made by Arrowhead, Inc., 360 S. Navajo, Denver, Colo.

A SERIES OF EXTRA-THIN knife blades appropriate for such work as negative etching has been added to the line of hobby knives and tools manufactured by the King Kut Division, AP Parts Corp., Toledo, O. Various types of handles and adapters also are available, and complete information can be obtained from the manufacturer.

A HORIZONTAL BAR fitted with pistol grip and a standard electrical socket at each end, Trav-A-Lite is a portable floodlighting unit for use in conjunction with movie and still cameras. Constructed of aluminum and plastic, the unit is adaptable to tripod use by means of a socket in the handle base. Complete with 11-ft. cord and master switch, Trav-A-Lite is priced at $7.50 plus tax, and is made by Johnson Engineering Co., 3628 W. Pierce St., Milwaukee, Wis.

AUTOMATIC, WIRELESS control of remote flashbulbs is afforded by an electronic unit called Servo-Flash. Any desired number of "slave" units can be operated from a single master flash with positive synchronization, it is claimed by the manufacturer, Davis Electronic Laboratories, 220 S. State St., Chicago 4, Ill. Price of Servo-Flash without reflector is $24.95, plus tax.

A FOCUSING MOUNT specially designed for all Argoflex cameras, both old and new, has been announced by Super-Cam Prod-



Projecting arm facilitates focusing.

ucts, 96-32 Queens Blvd., Rego Park, L. I., N. Y. The mount comes complete with lens shade and filter-holder, for Series V filters. A projecting arm facilitates focusing with lens shade and filter in place, and the mount can remain on the camera without interfering with the case.

A SERIES OF holf-tone masks has been added to the line of Greetex accessories designed for the making of personal photographic greeting cards. The Greetax masks can be used for enlarging as well as contact work, and enable the user to print a complete card in a single exposure. A booklet on the making of photographic greetings can be obtained by writing to Greetex' manufacturer, Frederick D. Fisher, 207 East 84th St., New York 28, N. Y.

DIE-CAST HOUSING, 300-watt illumination, easy-threading film gate, and interchangeable *f* 2.4 lens are among the features of the new 8mm Excel Apollo motion picture projector. Those interested in inspecting this machine, which is priced at $37.50, should write to Excel Movie Products, Inc., Chicago, Ill., for further details.

RELIANCE ELECTRONIC Manufacturing Co., 609 W. Lake St., Chicago 6, Ill., has announced a custom-built studio flash outfit consisting of power pack and two or three flash units mounted on heavy-duty caster-equipped 12-foot extension tripods. A synchronization switch for Packard shutters is standard equipment. The three-light outfit is priced at $600, the two-light unit at $385, both including excise tax. The manufacturer maintains permanent demonstration studios at 180 W. Washington St. in Chicago.

FLEXIBLE SUPPORTS for two lights near the movie or still camera are provided by the new Voss Flexo Lite announced by Camera Specialty Company of New York. By bending the supports, different lighting

THIS IS AN

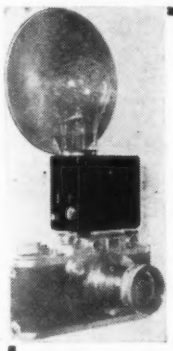
ACE

GENUINE HARD RUBBER

TRAY

It's important to look for the name. Some trays merely *look like* Ace Hard Rubber but the material may not give your negatives and prints the same protection. So be sure it's a genuine ACE tray —a quality product of:

American Hard Rubber Company



SIMS

Complete flash unit for Leica cameras only

- Attach without tools
- No alterations to camera
- Use A N Y bulb designed for focal plane operation
- Covers full range of shutter speeds
- 6 Volts—4 penlight cells
- Built-in warning pilot bulb
- $27.50 complete, postpaid in U.S.A.
- Write for circular

Order Through Your Dealer or Direct from

R. A. SIMERL MFG. CO.

33 N. Orchard St., Madison 5, Wis.

HIGH PRICES PAID BY PHOTO LENS CO.

WE WILL BUY

ANY SIZE • ANY TYPE

USABLE CAMERAS AND LENSES

State price wanted
We reply immediately
REFERENCE:
Chase Nat'l Bank, N. Y. C.

PHOTO LENS CO. INC. EST. 1934

140 W 32 ST. N.Y.C.1

★ **CAMERAS REPAIRED** ★

48 HOUR SERVICE

Specialists on Robot, Contax, Leica, Rolleiflex, Focal Plane type, press, foreign and domestic.

PETROV PHOTOGRAPHIC TECHNICAL SERVICE

Room 505 Atlantic Bldg. — 930 'F' St., N.W. Washington 4, D. C.

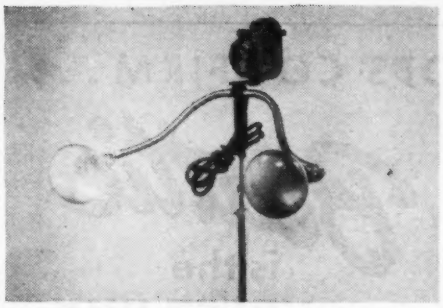
Mount Your Pictures in an Album

with EZE to use

Engel Poc-ket Art Corners.

Unexcelled for photos, cards, stamps, etc. Neat - easy to use - gummed inside for holding prints tight or loose. At photo supply and album counters, or send 10c for pkg. of 100 and free samples to try.

Engel Art Corners Mfg. Co.,
Dept. 30-W 4717 N. Clark, Chicago - 40



Lights are mounted on flexible supports.

effects can be obtained—and the whole unit can be moved at once with the camera. The vertical portion provides a pistol grip for hand-held shots, threaded at the base for mounting on a tripod or pan head. Attached to the hand grip is a camera mounting-bracket and screw.

A MOVIE FILTER KIT recently brought out by Peerless Camera Stores, 138 E. 44th St., New York 17, includes a dural combination lens shade and filter-holder of either slip-on or screw-in type to fit most movie and some miniature camera lenses. The kit is available in two types: one for Kodachrome, with Type A, Photoflood, and haze filters, and one for monochrome work, with medium-yellow, green, and red filters. ASA and Weston speed ratings, filter factors, and other information are supplied with each kit, which is made of leather and plastic. The Kodachrome kit is priced at $4.49 complete, the black-and-white kit selling for $3.89. For further details, write to Peerless.

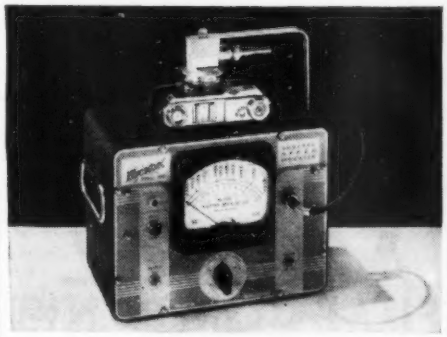
UNIFORM WHITE PRINT BORDERS without the use of masks are possible with the new Devolite-Peerless Frame-Finished paper. Before use, the paper has a greenish-yellow border; this disappears completely and automatically when the print is placed in the hypo. Frame-Finished paper is available in both Devolite and Devodark contact types, and is available from Devolite Corp., 50 Broadway, New York 4 and Peerless Photo Products, Inc., Shoreham, Long Island, N. Y., these two concerns having become affiliated.

PACKAGED IN A gold-foil envelope, Edwal 1-2-3 Developer for film and paper sells for 15 cents per package. Containing Edwal Orthazite, an envelope of the new developer will make 1 quart of solution for contact printing, 2 quarts for enlarging, or three quarts for film development. Further details can be obtained from Edwal Laboratories, Inc., 732 Federal St., Chicago 5, Ill.

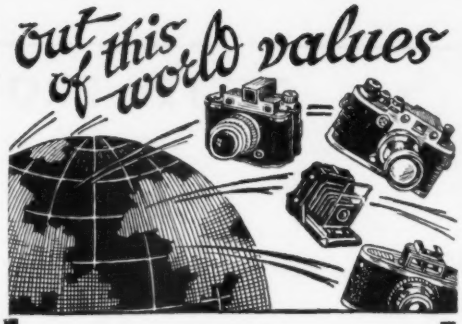
USED DURING THE WAR as a dehydrating agent to prevent rust on ordnance equipment, De-Moist now is available for absorbing moisture in basements, darkrooms, paper and film lockers, etc. A 12-oz. package is priced at $1.29, and can be used repeatedly by means of drying in the oven. Manufacturer is the G. N. Coughlan Co., 29 Spring St., West Orange, N. J.

GENUINE LEATHER albums in saddle tan, green, red, and blue are being offered by Amberg File and Index Co., Kankakee, Ill. Sizes to accommodate 5 x 7, 8 x 10, or 11 x 14 prints are available, with or without acetate sheet protectors, at prices ranging from $5 to $18.

OF SPECIAL INTEREST to retailers, camera repair shops, newspapers, and others who often have occasion to check shutter speeds is the new Shutter Speed Meter announced by the Hickok Electrical Instrument Co., 10581 Dupont Ave., Cleveland 8,



Meter measures speed of shutter.



CAMERAS

New Miniature Argus Camro 28	$ 9.95
The New Meteor 620 Universal	15.00
Hollywood Reflex 2¼x2¼ all metal	14.95
The New Voigt 2¼x2¼ Folding Camera	17.44
Argus A2, Coated F:4.5, Case	29.85
Ansco Speedex 120, F:4.5	45.00
Kodak Vigilant 620, Coated F4.5	48.49
Kodak Retinette, F:3.5, Comp., Case	55.00
New Kodak Flash Bantam coated 4.5	57.72
New Argus "21," coated F:3.5, case	59.08
Kodak "35", Coated F:3.5	60.03
Leica A, Elmar F:3.5, Case	65.00
Kodak Monitor 620, Coated F:4.5	69.26
Kodak Retina I, Chrome, F:3.5, Comp.	69.50
Kodak Duo 620, Chrome, F:3.5, Comp. Rap.	69.50
Argoflex, Coated F:4.5, Case	69.63
Argus C3, Coated F:3.5, Case, Flash	70.33
Kodak 35, Coated F:3.5, Rangefinder	80.81
Ciroflex, Coated F:3.5, Case	82.48
Ikonta "B-Special", Zeiss F:3.5	85.00
Argoflex II, All Metal, coated F:4.5, case	87.54
Vokar I, Coated F:2.8, R.-F., Case	94.45
Rolleicord I, Zeiss F:3.8, Case	115.00
Kodak Reflex, Coated F:3.5, Case	137.92
Zeiss Super Nettel, F:3.5, Case	139.50
Super Ikonta "A-Special," Tessar F:3.5	155.00
Minox—The World's Smallest Camera	155.00
Kodak Super 620, F:3.5, cpld. R.F., meter	155.00
New Graflex B 2¼x3¼ R.B. Ektar F:4.5	157.50
Leica III, Hektor F:2.5, Case	165.00
Leica III, Chrome, Elmar F:3.5, Case	175.00
Tenax II, Zeiss Tessar F:2.8, Case	185.00
New 2¼x3¼ Crown Graphic, Coated F:4.5	185.15
Super Ikonta B, Tessar F:2.8, 1 Window	195.00
Leica III, Chrome, Summar F:2, Case	195.00
New 2¼x3¼ Speed Graphic, Coated F:4.5	221.26
Leica IIIB, Chrome, Elmar F:3.5, Case	225.00
Kine Exacta, F:2.8, Case	245.00
Leica IIIC, Latest, Elmar F:3.5, Case	245.00
New Medalist II, Coated F:3.5	262.50
Leica IIIB, Chrome, Summar F:2, Case	275.00
Automatic Rolleiflex, Zeiss Tessar 3.5	295.00
Leica IIIC, Latest, Summar F:2, Case	295.00
Contax II, Zeiss Sonnar F:2, Case	295.00
Kine Exacta, F:2, Case	295.00
Contaflex, Zeiss Sonnar F:2, Case	295.00
Alpa Reflex, 35MM, F:2.9, Case	295.00
Contax III, Zeiss Sonnar F:2, Case	325.00
Leica IIIC, Latest, Summitar F:2, Case	345.00
Ikoflex III, Zeiss Tessar F:2.8, Case	350.00
Contax II, Zeiss Sonnar F:1.5, Case	365.00
Contax III, Zeiss Sonnar F:1.5, Case	395.00
Kine Exacta, Zeiss Biotar F:2, Case	395.00

MOVIES

8MM Cine Kodak, Model 25, F:2.5	64.17
8MM Keystone, Model K8, F:2.5	64.50
8MM Revere, Model 88, F:2.5	77.50
8MM Keystone, Model K8, F:1.9	91.50
8MM Revere MAGAZINE, Model 70, F:2.8	127.50
8MM Bolex, Model L8, Ivar F:2.8	139.48
8MM Zeiss Movikon, Sonnar F:2	169.00
Kodascope, Model 8-33, 500 Watt	70.00
Revere DeLuxe, Model 85, 500 Watt	120.00
Ampro, Model A8, 500 Watt, Case	168.00
De Jur, Model "1000", 750 Watt, Case	174.00
New Kodascope 8-90, 750 Watt, case	175.00
Kodak FS-10-N Sound Projector, 750 W.	500.00
Ampro Premier 20 Sound, 1000 Watt	540.00

SLIDE PROJECTORS

Vokar with Dual Carrier, SPECIAL	9.95
Kodaslide, Model I, 100 Watt	21.10
Argus P.A. Rotating Carrier, 100 Watt	27.75
SVE, Model RK, 100 Watt, Case	35.95
Kodaslide, Model IIA, 150 Watt	47.50
Automatic Kodaslide Changer	17.50
Radex Stereo Outfit with Viewer	19.50

EXPOSURE METERS

Amerline, New Pocket Model	2.50
Sixtus with Case, l.n.	6.50
Electro Bewi, l.n.	7.50
Zeiss Actino, l.n.	12.50
New De Jur Amsco, Model 6A with Case	18.50
New General Electric, was $26.95, NOW	19.95
New Hickock with Case	26.95
New Weston Master II with Case	29.85

FRESH KODAK FILMS—ANY SIZE—ANY QUANTITY
OUR NEW 1947 CATALOG JUST OFF THE PRESS.
WRITE FOR YOUR FREE COPY TODAY.
MAIL ORDERS FILLED—F.O.B. NEW YORK.
SORRY, NO C.O.D.'S. PRICES SUBJECT TO CHANGE.

CAMERAS WANTED — HIGH CASH PRICES PAID

CAMERA BROADWAY EXCHANGE

2130 Broadway Dept. 9 New York 23, N.Y.
AUTHORIZED DEALERS FOR LEADING MANUFACTURERS FROM COAST TO COAST.

BETTER PROOFS CONFIRM . . .

BABY BOOM-LITE BABY HI-LITE

Beattie is the BEST BUY

FOR EXAMPLE...

BABY BOOM-LITE
A small light that combines the versatility of both spot and flood. Complete with switch, 20 ft. cord and globe ____ $60.00

BABY HI-LITE
Excellent for use as a fill-in spot...and for local back and hair lighting. Complete with switch, 20 ft. cord and globe ____ $30.00

F. O. B. HOLLYWOOD, CALIF., SUB. FED. EX. TAX

BEATTIE HI-LITE DIVISION
OTTO K. OLESEN COMPANY
HOLLYWOOD 28, CALIF., U.S.A.

Write for CATALOG....Dept. A-3

LOW PRICES FOR COLOR PRINTS

Faithful color reproductions of any size transparency—35 mm., 120, 620, Bantam.

Framed by exclusive white borders
3¼ x 4½ ONLY 75¢

5 x 7... $2.00 8 x 10... $3.00

HIGH-FIDELITY COLOR PROCESS

Our special equipment uses electronic controls to assure finest color reproduction.

ALSO ANSCO COLOR FILM PROCESSING FOR $1.00 PER ROLL

INSIST ON COLOR BY Kryptar
FORMERLY TECHNIFINISH

See your photographic dealer. If he does not now offer this service write, giving his name, to KRYPTAR, Rochester 3, N. Y.

COMPARE OUR PRICES! BE CONVINCED!

GUARANTEED 35 MM FILM!

EASTMAN SUPER XX, PLUS X, ANSCO SUPREME
PANATOMIC X, DUPONT SUPERIOR TYPE 1, 2, 3.

25 FT. 95¢ 100 FT. $2.85

RELOADED CARTRIDGES
YOUR CHOICE 3 For $1.10

DELUXE BULK FILM WINDERS $5.95

KODAK & ANSCO
ROLL FILM AVAILABLE!
127—27c; 120—33c; 116—38c;
620—33c; 616—38c
Minimum Order—3 Rolls. No C.O.D. Orders Accepted. Include Postage.

35MM ANSCO COLOR FILM RESPOOLED
FULLY GUARANTEED!
18 exp.—6 for.....$5.00
36 exp.—6 for..... 7.50

35MM FINE GRAIN Developing and Enlarging To 3¼x4½ S. W. Glossy $1.50

Write for FREE PRICE LIST and MAILING BAGS

MODEL FILM COMPANY
723 SEVENTH AVE., NEW YORK 19, N.Y.

Ohio. It measures the speed of any shutter, showing the actual duration of the exposure at any setting.

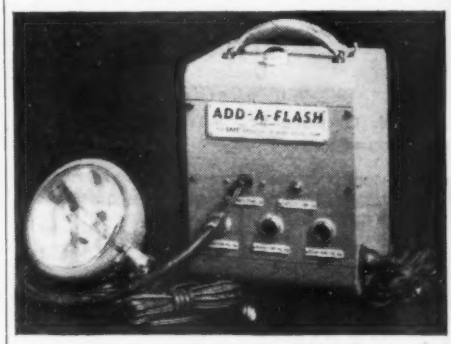
A SERIES OF SUNSHADES and filter mounts for Series V, VI, and VII filters, designed to accommodate Omag, Wratten, and other standard filter disks, has been announced by Chess-United Company, Inc., Emmet Bldg., Madison Ave. at 29th St., New York 16, N. Y. The mounts are made of solid brass, satin-finished and chrome-plated. The lens shades are made of satin-finished Dural, with interiors black-flocked to prevent stray light reflections. Prices of the shades are: Series V, $2.15; Series VI, $2.60; Series VII, $3.75, tax included.

Filter mounts for Series V, VI, and VII.

Mounts are: Series V, $1.25; Bayonet, $1.85; Series VI, $1.75; Series VII, $2.40, tax included. Additional information is available from Chess-United at the above address.

A NOVELTY ITEM recently announced by Plastigraph Corp., 45 Fifth Ave., New York, N. Y. is a Plexiglas picture frame in which photographs can be mounted permanently, sealed in plastics. Called the Keepsake method, this process provides mounts in four styles including book-ends and paper-weights. Further information is available from the manufacturer.

ADEQUATE CAPACITY to handle three flashtubes is claimed for the new Add-A-Flash Model II, which is doubly-fused for protection and which has a safety circuit for neutralizing the high-voltage charge as soon as the current is shut off. With a single



Unit can handle three flashtubes.

lamp of the G-E sealed beam type, the unit produces a 1/10,000-second flash comparable in output to that of a No. 22 flashbulb. A 60-watt glare-free modeling flashtube is available for predetermining the lighting arrangement. The power unit, with three outlets, is priced at $145 including tax, sealed beam assemblies listing at $39.50 each. Price of the modeling tube unit is $64.50. Manufacturer is Electronic Specialties, Inc., 2643 E. Dauphin St., Philadelphia 25, Pa.

MALLINCKRODT PHOTO Bulletin No. 63, on the subject of children's photographs, has been released. It contains several interesting pictures of young children, together with technical data and formulas. Those interested in the bulletin should write to Mallinckrodt Chemical Works, Mallinckrodt St., St. Louis 7, Mo.

A COMPLETE LINE OF translucent screens for rear-projection, process shots, and similar photographic uses, is being made under the trade name of Klearcite, by the Fowler Company, 750 S. Wabash Ave., Chicago, Ill. For details regarding price and size, write to the manufacturer.

THE KENT Projector Case for Revere 8mm movie projectors incorporates a drop

utter,
posure

filter
filters,
atten,
been
, Inc.,
, New
ade of
rome-
satin-
locked
ces of
es VI,
luded.

yonet,
$2.40,
ion is
above

ced by
York,
which
nently,
epsake
nts in
paper-
ailable

three
Add-A-
ed for
circuit
rge as
single

ne unit
compa-
shbulb.
tube is
ighting
three
g tax,
$39.50
unit is
pecial-
iladel-

No. 63,
hs, has
terest-
gether
Those
rite to
ckrodt

slucent
shots,
being
ite, by
Ave.,
price

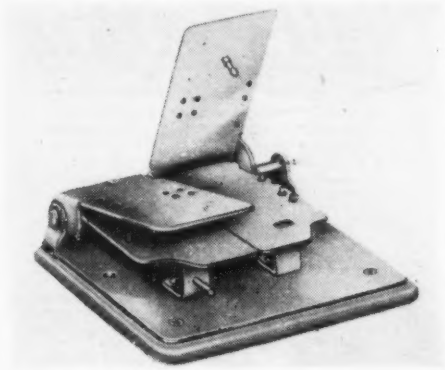
Revere
a drop
RAPHY

front and rigid construction, and will accommodate line cord, extra reels, and spare lamp. Priced at $9.95, the case is distributed by Arel, Inc.

NOW OFFERED IN concentrated liquid form, the improved Kodak Photo-Flo is a wetting agent having many photographic uses. It is bottled in 4-ounce, 8-ounce, and 32-ounce sizes, and is intended for 1 to 200 dilution.

THE MARVEL BABY POSER is a seat-like affair which can be set on a table or bench, and has holes in the sides through which a parent's arms can be inserted to support a very young infant. Weighing only 5 lbs., the Baby Poser is priced at $8.50, and is a product of Stern & Company, 1118 Grand Ave., Kansas City 6, Mo.

A STAINLESS STEEL splicer for both 8mm and 16mm movie film has been announced by Bolsey Corporation of America, 118 E. 25th St., New York, N. Y. The scraper is said to be a replica of a machine tool file, which shaves emulsion smoothly off of the film base, and working surfaces are unusually ample for ease in locating the



Splicer has ample working surface.

film properly. Mounted on a solid wooden base with rubber feet, the Bolsey splicer is priced at $13.50.

INEXPENSIVE DIFFUSERS for flash and flood reflectors are provided in a new line announced by Martin Products Co., 288 Flushing Ave., Brooklyn 5, N. Y. They are made of a non-woven, plastics-like material known as "Viskon," which can be folded, crushed, and even washed without harm. A sewn-in elastic edge holds the diffusers in place. Prices are as follows: 5-inch and 7-inch sizes, 25 cents; 10-inch and 12-inch, 40 cents; 14-inch, 65 cents; 18-inch, $1.00.

A CONVERTER to permit operation of Lektro cameras on 105 to 120-volt, 60-cycle AC current now is available from Associated Photo Products, 152 West 42nd St., New York, N. Y. Called the Powr-Savr, this unit is priced at $22.50 and can be used with any model Lektro camera.

LENS HOODS and adapter rings of turned and polished aluminum, threaded to make them interchangeable with standard Series V, VI, and VII filters and hoods, are being distributed by Ponder & Best, Inc., 1230 S. Grand Ave., Los Angeles 15, Calif. Additional information is available from photo dealers or by writing the distributors at the above address.

AN ADAPTER BACK for converting plate-back cameras in the centimeter sizes to take standard double holders has been announced by Hollywood Photo Mfg. Co., P. O. Box 1454, Beverly Hills, Calif. Called the Feather Lite Adaptor, this device provides a spring back which automatically places the ground-glass in the film plane when the holder is withdrawn. Made of lightweight aluminum plate, it is available in three sizes to convert 9x12 cm to 3¼x4¼, 9x12 cm to 2¼x3¼, and 6.5x9 cm to 2¼x3¼. All sizes are priced at $14.95 including tax, and are available at photo dealers. Distributors are American Photo Industries Co., Inc., of New York, Farnan & Seeman, Inc., of Los Angeles, Intercontinental Marketing Corp., of New York and Chicago, and Lenco Photo Sales of Detroit.

A FOCUSING AID for owners of the Hugo Meyer coupled rangefinder is the Focalite, an accessory which projects light through the rangefinder system. When the two light beams coincide on the subject, focus is correct. It can be installed on any Hugo

Sensational

"For many years I've been using a filter, built on the same idea as the 'Hollywood Glamour Filter, and I think it will improve any still photographer's pictures to a great extent."

Joe Valentine
One of Hollywood's Most Famous Cinematographers

The subject of your photograph will be glamourized thru our filter and it will eliminate the necessity of retouching. The H.G.F. is nothing new in cinematography where the same system has been used for many years. Now, for the first time H.G.F. is on the market for use in still photography.

Send us the description of your camera and the exact size of your lens. (Outside measurement).

You will receive the H.G.F. which will fit your lens perfectly.

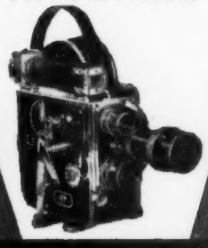
MAIL YOUR CHECK OR MONEY ORDER

ONLY $4.50 Immediate Air-Mail Delivery

Hollywood GLAMOUR FILTER Co.
8616 Sunset Blvd. Hollywood 46, California

America's Most Distinguished Camera Store

Dowling's
FIFTH AVENUE



Bolex H-16mm Movie Camera
... World's Finest

Exclusive features: Critical visual focusing; Automatic threading; Rewinding mechanism; Built-in frame counter. $282.50 complete, without lenses (tax included).

Available Lenses for Bolex H-16:

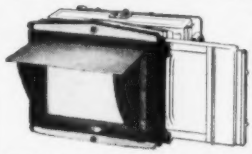
Switar 1" (normal) F1.4 ... $183.75
Yvar 15mm (wide angle) F2.8 ... 78.75
Yvar 75mm (telephoto) F2.5 ... 128.34

Catalogue sent on request.

MAIL AND TELEPHONE ORDERS
Dowling's
570 Fifth Avenue, New York 19, N. Y.
(Between 46th and 47th Streets)
LOngacre 3-6731

New "MICO" SPRINGBACK
Makes a PRESS CAMERA of your pack-type camera

The ORIGINAL Springback!



Enables you to use graphic type **double cut** film holders in your pack-type camera. Sharp detail assured by ground glass focusing. **Springback** is attached like original single holder. Double film holder slides under hooded, spring-attached, ground glass focusing panel. No need to remove ground glass back each time. Easy to install and use. Comes complete with hood and ground glass.

CHECK THESE FEATURES:

- √ All-aluminum die-cast body
- √ Lightweight, rugged construction
- √ Long-life heavy duty springs
- √ Positive action, accurate focusing
- √ Hinged panel door
- √ Built-in focusing panel
- √ Fits most types of cameras
- √ Satin-finished ground glass
- √ Beautiful design and construction
- √ The most for your money!
- √ Mico is the *original* Springback on the market!

Compare with others, but insist on Mico for the best!

2¼x3¼ for 6x9 cm cameras $12.50
2¼x3¼ for 9x12 cm cameras 13.75
3¼x4¼ for 9x12 cm cameras 13.75
tax included

Specify size and enclose check or money order

See it at your dealers or write direct

MICO PHOTO PRODUCTS CO.
119 South Dearborn Street • Chicago 4, Illinois

The PRESS KING

★ ALL METAL

The New ALL METAL

4"x5" Precision Camera

that offers FLEXIBILITY PLUS!

- REVOLVING BACK
- DROP BED
- RISING FRONT
- TILTING FRONT
- SWINGING FRONT
- POSITIVE LOCKS
- DOUBLE EXTENSION BELLOWS

FOR IMMEDIATE DELIVERY

Retail list price, less lens $99.50. Ask your dealer to order you one today.

AFP DISTRIBUTORS

1803 Empire State Bldg., New York 1, New York

LEARN THE PROFESSIONAL WAY

ANTONELLI

School of Photography

ESTABLISHED IN 1938

BASIC • PORTRAIT

COMMERCIAL • COLOR

SEVERO ANTONELLI, DIRECTOR

•

APPROVED FOR VETERANS' TRAINING

1016-18 CHESTNUT ST., PHILA. 7, PA.

ADMINISTRATION BUILDING:

429 WALNUT ST., PHILA. 6, PA.

SEND FOR CATALOGUE

Meyer coupled rangefinder, including those on cameras already in use. Additional information is available from the manufacturer, Hugo Meyer, Inc., 39 West 60th St., New York 23, N. Y.

MICROFILM USERS will be interested in the AMIC microfilm reader manufactured by American Measuring Instrument Corp., 240 West 40th St., New York, N. Y. It is available in two models—A for 35 mm and B for 16 mm. Both employ a 12x12 screen. Additional information is available from the manufacturer.

ADJUSTABLE TENSION is provided by the film clip employed in the new Carr stainless steel film hangers manufactured by Carr Associates, 8637 Washington Blvd.,

THREE-POINT AGITATION is provided by the new Yankee Agitray, manufactured by Windman Brothers, Los Angeles 23, Calif. Three small buttons on the bottom of the tray facilitate agitation, and also permit the tray to rest flat on an uneven surface. Made of Bakelite, the trays are available in 5x7, 8x10, and 11x14, in black or white.

A BLOTTER ROLL which offers some features of the blotter book is the Kwik-Dry Print Roll announced by Martin Products Co., 288 Flushing Ave., Brooklyn 5, N. Y. It employs a new lintless, absorbent material known as Viskatex. Seven sheets of this material, each 11½x17, together with a slightly larger corrugated cover, are fastened to a heavy cardboard center tube. When open, the roll lies flat for insertion of prints. It provides drying surface for 12 8x10 prints or the equivalent. The price is $1.25.

A RIGID CASE custom built to carry the Bush Pressman, Argoflex, and most movie cameras, together with many accessories, is the Nasco camera and gadget case offered by Nathan Schectman, 228 W. Houston St., New York 14, N. Y. It is made of kiln-dried lumber and plywood, with sturdy lock corner joints. Inside smooth rayon flock lines the compartments to protect the equipment being carried. The case is available in assorted colors and fabrics.

A FLASH OUTFIT for use with the Brownie Reflex camera has been announced by Camera Specialty Co., Inc., 50 West 29th St., New York 1, N. Y. It is the Peak Flash, compact in design with metal reflector and palm-size battery case. It comes complete with an L-bracket for fastening to the camera and connector wire and plug at $3.98 plus tax.

A PORTABLE SINK for the darkroom is announced by H. M. Wigg Company, 308 E. 53rd St., New York 22, N. Y. Made of thermo-setting plastics and stainless steel, it is easily cleaned and can be hooked up with rubber hoses for portable use or built into a permanent darkroom. It is 3 feet long, 18 inches wide, and 4½ inches deep inside with a 6-inch splash back. The price is $65.00.

LOW-COST MOVIE FILM for Univex users again is available, Universal Camera Corporation has announced. The Univex 100-Standard 8 mm movie film is anti-halo coated and sells at 85 cents per roll, including excise tax.

AN AMATEUR MODEL of the Terado "Ruby-Glow" timer is available in addition to the professional model described in this column in the May issue. The two models are similar, except that the professional model has a 1500-watt capacity and is priced at $24.95, while the amateur model has a 600-watt capacity and sells for $19.95.

AN IMPROVED MODEL of the Wirgin Pole Tripod now is available, it was recently announced by Camera Specialty Co., Inc., 50 West 29th Street, New York, N. Y. The chrome-plated tubular pole in the center gives added stability, and can be raised and lowered to change the camera height without adjusting the legs. Each leg is attached to the center lock by steel chrome-plated braces, and the leg tips are made of alumilite and have reversible rubber tips. The tripod measures 25 inches long when closed, and 52 inches high when extended. The price is $17.50 plus tax.

A SIDE LIGHTING UNIT for use with the Universal Flash Synchronizer, Press Synchronizer, and D-B Flashing Unit has been announced by DeMornay-Budd, Inc., 475 Grand Concourse, New York 51, N. Y. The unit consists of a standard flashbulb holder, complete with bulb ejector and provision for the accommodation of either the Deluxe or

Send your 35 MM film to (Leica, Argus Univex, Mercury)

DEVELOPIX

Ultra Fine Grain Developed, Hardened and 3¼x4½ double-weight semilustre enlargements made.

36 EXP. ROLL $1.50

20 exp. roll $1.10
65 exp. roll 3.00

35MM Reloads—36 exp. 45c, 20 exp. 30c

SATISFACTION GUARANTEED!

COMPLETE PROCESSING SERVICE

Black & White and Color—For all sizes film

Remit with order—Save C.O.D. charges

Send for free mailing bag and free new price-list

DEVELOPIX

P.O. BOX 146, MADISON SQ. STA., NEW YORK, N. Y.

Amfile ALBUMS

Dramatize Your Treasured Snapshots

The smoothly woven binding, gayly colored, lends a country air to a sophisticated album. Black paper mounts, strong plastic binding rings. It's a fine gift for a friend or yourself. At stores—Size, 5 x 7", $2.25; 8 x 10", $3.25; 11 x 14", $4.25.

Free Catalog of Amfiles for Reels, Slides, Negatives, etc.

AMBERG FILE & INDEX CO. 1667 Duane Blvd. Kankakee, Illinois

An unusual opportunity to

EARN MONEY

WITH YOUR CAMERA

We will pay well for good installation photos of certain widely used construction materials. No special or fancy photo equipment needed. All shots are out-of-doors. Can be made by any camera fan with average camera. This is your chance to earn money for that new equipment you want.

WRITE FOR FULL INSTRUCTIONS

before you submit any photos

Homer J. Buckley & Associates, Inc.
57 E. Jackson Blvd., Rm. 407
Chicago 4, Illinois

HOLD IT!

THE RITZ SCHOOL OF PHOTOGRAPHY

Offers courses in applied photography for basic and advanced students. Immediate enrollment. Approved for veterans, coeducational. Write now for brochure and details.

Ritz School of Photography
26 W. Lexington St., Baltimore 1, Md.

Standard D-B reflectors and safety shields. It is mounted on a spring clamp with ball-and-socket joint, and comes complete with a 15-foot extension cord at $12.50, including tax.

A NEW SCREEN in the low-priced field is the Model Q, recently announced by Radiant Manufacturing Corp., 2627 Roosevelt Road, Chicago, Ill. A tripod model, it is equipped with a self-locking device for lowering and raising the extension rod to adjust for screen height. It is manufactured in the 30x40 and 40x40 sizes, for projection distances of 10 to 15 feet with average equipment.

NEWS NOTES: Fairchild Camera & Instrument Corporation's new Cartographic Camera accommodates a 180-ft. roll of film with capacity for 250 9 x 9" exposures. The between-the-lens shutter, with speeds of 1/100, 1/200, and 1/300 second, can be removed without disturbing collimation of the lens in use.

Utilizing an overpowered actuating coil for fast, positive action, a relay for the firing of speedlight tubes has been brought out by Potter & Brumfield Sales Co., Chicago. Specially constructed to withstand moisture absorption, the relay is available in all contact combinations.

A good portable source of high voltage is afforded in the new 300-volt Eveready No. 493 battery which weighs 1 lb., 1 oz. Six or seven of these units will supply adequate voltage for most flashtubes.

The Amphibious Motion Picture Service recently put into operation by Benton Black of Chicago's Educational Projection Service is engaged in delivering projectors, films, and screens direct to hotels, camps, and resorts, via land or water. Black uses a Seabee amphibian for this purpose, and in addition has a specially-fitted automobile available for shorter hauls.

Moviette, Inc., 366 Madison Ave., New York City, has introduced a snap-on hand-finished picture frame for use with the Vuette Illuminator for transparencies and slides.

For the first time in six years, Central Camera Co., 230 S. Wabash Ave., Chicago 4, Ill., has brought out a new edition of the Central catalog, a 48-page condensed version of the almanacs published prior to 1942. Copies are available free upon request to Central.

A reduction in price for the Thalhammer B/L Tripod and head, from $39.16 including tax to $24.50 including tax, has been announced by Craig Manufacturing Co., 1823 S. Hope St., Los Angeles 15, Calif.

Users of the Mult-Efex Titler will be interested in a new booklet containing instruction and suggestions. To obtain a copy of the booklet, write to Bardwell & McAlister, Inc., Box 1310, Hollywood 28, Calif.

A new line of voltage regulation units, called Nobatrons, have been announced by Sorensen & Company, Inc., 375 Fairfield Ave., Stamford, Conn. They provide amperages of 5, 10, or 15, with output voltages of 6, 12, or 28 respectively.

The Streamliner, a new high-speed positive printing machine which employs dry developing, has been announced by Ozalid Division of General Aniline & Film Corp.

A new machine for mass production of color enlargements at high speeds has been announced by American Photographic Appliance Corp. of Greenfield, Mass.

Dritek, the moisture-absorbent chemical that was packed in overseas shipments of instruments during the war, now is being distributed in the East by Camera Specialty Company of New York.

A printing cabinet for making contact prints on P.O.P., called the Sun Proof Cabinet, has been announced by Garden and Williams, 3266 West Pico Blvd., Los Angeles 6, Calif. It employs blue fluorescent tubes.

Summer dampness can be eliminated from the darkroom with Drier Outer, now available in a metal container that also serves to collect the water taken from the air. Closet size is 89 cents, basement size $2.49, and giant basement size, for several rooms, $3.98.

As a result of expanded facilities and streamlined manufacturing methods, Da-Lite Screen Co., Inc., sends word that 1947 prices on their screens will remain equal to or lower than those charged 10 years ago for similar sizes and models. O. N. Wilton, general sales manager, anticipates an all-time high in sales for Da-Lite this year.

Because of the extreme difficulties presented by the present exchange situation, Ansco may set up manufacturing facilities in Europe to supply the demand for the company's products abroad. According to E. A. Williford, Ansco general manager, who recently returned from a European

You Buy Right when You Buy
CALUMET STAINLESS STEEL PRODUCTS

LOOK TO CALUMET FOR DARKROOM EQUIPMENT THAT PRECISELY MEETS YOUR NEEDS.

Send for illustrated catalog showing complete line of Calumet Stainless Steel Equipment.

SOLE DISTRIBUTORS

CHICAGO CAMERA CO. 2324 SO. MICHIGAN AVE. CHICAGO 16, ILLINOIS

MERCURY FANS

THESE Services ARE TAILOR MADE For You!

Your films fine grain developed, vaporated and enlarged to:

	32 exp.	65 exp.
"MERCURY STAR" 2½ x 3¼ s.w. glossy	$1.25	$2.25
"MERCURY POPULAR" 3¼ x 4½ s.w. glossy	2.00	3.50
"MERCURY SUPER" 3¼ x 4½ d.w. semi-matte	2.00	3.50
"MERCURY SPECIAL S" 3½ x 5 s.w. glossy	2.00	3.50
"MERCURY SPECIAL M" 3½ x 5 d.w. semi-matte	2.50	4.50

Projection Positives and Contact Strips photo cell controlled

RELOADS: 18/32 exp. 45¢, 36/65 exp. 65¢

AND

10 SERVICES FOR 35M double M frame

16 SERVICES FOR ROLL FILMS incl. BANTAM & UNIVEX FILMS

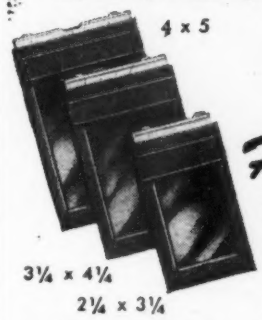
Individual Studio and Salon Enlargements

Genuine CHROMEX Color Enlargements

Mail your films today or write for complete price list, mailing bag and order form.

AMATEUR FOTOGRAPHIC SERVICES, INC. 126 W. 46th ST., NEW YORK 19, N.Y. — Dept. S

Electra Cut Film Holders



TOP QUALITY • LOW COST • FEATHER WEIGHT!

Check These Features

EASY-GRIP FEATURE . . . aids quick insertion and removal of holder from camera back. ELECTRA holders won't get "lost" in your camera back.

SATIN-SMOOTH FINISH . . . makes camera loading effortless. Easy on your camera too! Electra Cut Film Holders are made of the finest selected hardwoods and are ruggedly built for years of service.

FEATHER WEIGHT! . . . Carry one, carry a dozen! Electra Holders' light weight makes the tough jobs easy on the shoulders!

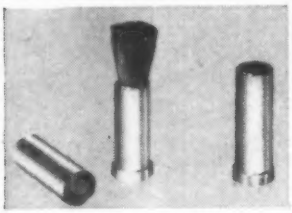
SATISFACTION GUARANTEED WITH EACH ELECTRA HOLDER

Electra RESEARCH CORP. 225 WEST 34 ST., NEW YORK 1, N. Y.

A CLEAN LENS FOR A CLEAR IMAGE!

Mi·O FINEST CAMEL'S HAIR *Lens Brush*

SOFT···NON-LOOSENING···SCRATCH PROOF



Mi·O LIPSTICK

ROUND BRUSH IN HANDSOME GOLD METAL LIPSTICK CASE

EASY TO USE · EASY TO CARRY · PROTECTED FROM DUST $1.50

MIL-O FLAT Brush one inch wide · Plastic handle · Boxed $1.00

THE *Miller Outcalt* CO.
1668 NO. VAN NESS AVE. · HOLLYWOOD 28, CALIF.

ACTION SHOTS ARE EASY WITH THE NEW ROLLEISPORT FINDER

Slips On... No Installation!

Make your Rolleiflex or Rolleicord an *action* camera in 1 second with a Rolleisport finder. Fits all models.

Write for free folder **$9.75** *Including Fed. Tax*

At Your Dealers

360 SO. NAVAJO ST.
DENVER 9, COLO.

• PROFESSIONAL • PHOTOGRAPHY

- 30 WEEKS OF INTENSIVE PRACTICAL TRAINING
- AN ABUNDANCE OF ACTUAL ASSIGNMENTS
- EXPERT INSTRUCTION BY PROFESSIONALS
- APPROVED FOR VETERANS

• WRITE FOR INFORMATION •

ROUSHON
INSTITUTE OF PHOTOGRAPHY
272-274 Trumbull St. Hartford 3, Conn.

Amazing! POCKET OR PURSE SIZE New RADIO

WORLD'S SMALLEST RADIO KNOWN! Wt. only ¼ lb. Beautiful Silver Black plastic case. Has Inductive Slide Tuner—W4 Crystal Diode—NO TUBES, BATTERIES OR ELECTRIC 'PLUG IN' NEEDED! Should last for years!

GUARANTEED TO PLAY on local stations if complete instructions sent are followed. Use it at home, in bed, in many offices, hotels, cabins—most anywhere! HUNDREDS OF SATISFIED CUSTOMERS ALL OVER THE WORLD!

NEW 1948 MODEL

SEND ONLY $1.00 (Cash, M.O. Check) and pay postman $2.99 plus delivery fees on arrival or send $3.99 for Post Paid delivery. Complete as shown—ready to play with self contained personal phone. WONDERFUL GIFTS FOR CHILDREN! Order now at this low bargain price—Prompt shipment on orders sent now—today! Be the first to get YOUR Pakette Radio! (All foreign orders $5.00 U. S. cash with order).

Pa-Kette Radio Co., Inc. Dept. PP-9 Kearney, Nebr.

business trip, the shortage of American dollars overseas makes it impossible for many countries to import the required volume of this nation's products.

A new 24-page catalog and reference book has just been put out by Radiant Manufacturing Corp., 2627 W. Roosevelt Rd., Chicago. Copies are available from Radiant upon request.

Formerly handled by Vard, Inc., Opticote lens-coating now is being performed by Ray Campbell & Co., of Los Angeles. The Campbell organization has acquired the equipment used heretofore by Vard, and now has greatly increased production facilities.

A new, standardized system of nomenclature for its lenses has been adopted by Eastman Kodak Co. The Ektar will continue to be the top product; the name Ektanon will be used for lenses which approach the Ektar in quality; and front-element focusing lenses of the four-element and triplet variety will be known as Anastars and Anastons, respectively. Such lenses as the Kodar, Kodet, and Twindar will continue to be known by those names.

A new line of photographic products is to be brought out under the Peerless trade mark by Peerless Camera Stores, 138 E. 44th St., New York 17, N. Y. Functional packaging and the inclusion of survey-tested features will distinguish these products, it is learned.

Guide sheets including diagrams and instruction on camera technique, posing, backgrounds, and child psychology are available at $1 per set for those who specialize in photographing children. For details, write to Guide-Pix, 147 Fourth Ave., New York 3, N. Y.

Wage increases and other boosts in manufacturing costs have forced General Electric Company's Lamp Department to make the 5 per cent Federal excise tax on lamps payable by the consumer henceforth. Apart from the tax, however, average prices on GE lamps will be leveled off at 5 per cent below prewar prices.

PERSONALS: Newly-elected president of Ampro Corp., Chicago, is A. J. PALMER, who has been a well-known figure in the 35mm movie industry for the past ten years. . . . Wide experience as a production executive is among the qualifications of MATHEW J. BETLEY, newly-appointed plant superintendent for Radiant Manufacturing Corp., Chicago. . . . At the request of President Truman, THOMAS J. HARGRAVE, president of Eastman Kodak Co., will head up the Army-Navy Munitions Board as executive chairman. As a machine-gun captain in World War I, Mr. Hargrave won the D.S.C. and the Croix de Guerre, and his guidance of Eastman's large and complex activities in World War II renders him well-fitted for the munitions board post. . . . Tikern Corp., Brooklyn, N. Y., has appointed as general manager IRVING L. LITTY, who has extensive experience in retail merchandising. . . . Having had many years' experience in sales promotion, and in motion picture writing and production, GEORGE LONG has taken over the Midwest territory for Radiant Manufacturing Corp. . . . After 32 years as Ampro head, AXEL MONSON has retired from active duty to become board chairman. . . . Recently added to the sales staff of Universal Camera Corp. are the following: JACK WELEBA and JOSEPH DOLBEER, Hollywood office; J. WALKER BEEGHLY, New York, Ohio, and Pennsylvania territory; ROBERT E. HARPER, Chicago office; ALVIN C. GECKS, Michigan office; and WILLIAM A. LLOYD, New York office. . . . Manager of Victor Animatograph, Ltd., STANLEY GORRIE recently came over from London to visit the Davenport offices of the Victor firm.

WINDOW SHADE SERVES AS BACKGROUND

If your walls are not suitable for backgrounds and you do not have room to store backgrounds of adequate size, use a duplex (light on one side, dark on the other) window shade hung over a doorway. Mount the roller hooks in the top of the door casing and when a background is needed, simply pull the shade down over the doorway. Two opposite sets of roller hooks should be installed so that you can change the background from light to dark by turning the shade end for end and attaching it to the proper set of hooks—*Kenneth S. Johnson, Binghamton, N. Y.*

DIRECT-COLOR PRINTS 45¢ and up

Rapid Service

2X (2¼ x 3¼) 60¢ Each 3 or more from same slide. Ordered at same time. 45c each.

3X (3¼ x 4¼) $1.00 Each 3 or more from same slide. Ordered at same time. 75c each.

5X (5 x 7) $2.50 Each 3 or more from same slide. Ordered at same time. $2.00 each.

120 - 620 COLOR FILM MOUNTS

8—2¼ x 3¼—50c 12—2¼ x 2¼—75c

"COLOR-STRIP"*

ANY ANSCO-COLOR ROLL

35MM—MEMO—620—120 Developed and Contact

PRINTED—$3.95

The Growth of Our Organization Proves Better Than Any Advertisement the Value of the Color Services Offered

CARROLLS' FOR COLOR, 737 Sutter St., San Francisco, Cal.
CARROLLS' CRYSTALIKE, 512 So. 9th St., Tacoma 1, Wash.

ANSCO Processing Available from the West's First and Finest Color Laboratory—Since '44. Please Address Dept. 113.

WRITE NOW

* Reg. U. S. Pat. Off.

*Carroll's for Color** 4522 W. PICO LOS ANGELES 6

EASTMAN KODAK Super X

MOVIE FILM

at Bargain Prices!

Govt. stock TESTED — GUARANTEED

100 ft. ROLL 16mm 2.95
50 ft. MAGAZINE 16mm 2.50
25 ft. ROLL Double 8mm.. 1.65

PRICES INCLUDE PROCESSING

Available in bulk without processing. Request prices.

Mail—phone orders VA 6-2900

Fotoshop

Dept. V-8, 18 East 42nd St.
also 136 W. 32nd St., N.Y.C.

36 exp. 35 MM. RELOADED CARTRIDGES 40¢ each

Your choice of Eastman Super XX, Plus X, DuPont Superior #1, #2 or #3 film. Also available in bulk—$4.25 per 100-ft. roll, $2.25 per 50 ft. PLEASE NOTE: This is not War Surplus, outdated or imperfect film, but fresh, clean stock. Every roll guaranteed perfect. Buy with confidence—thousands of satisfied customers. IMPORTANT: Send your empty cartridges or include 10c deposit on each roll ordered. Shipped postpaid anywhere same day order is received. Minimum order—Two rolls.

EASTERN PHOTO LABS.
Dept. A
1405 North Charles St., Baltimore 1, Md.

35MM FILMS NOT DOLLAR DEVELOPING

Your negatives deserve quality developing. We give individual attention to each negative. No mass production! 35mm films developed—fine grain vaporated to prevent scratches—enlarge to 3¼x4¼. Beautiful, quality prints guaranteed. Single wt. glossy paper. 36 exp. $1.25. Double wt. Portrait paper, $2.00. 18 exp. roll, 70c. 1-day service. Reloading: 36 exp., 60c; 18 exp., 40c. FREE mailing bags. Eight Exposure Films for Snapshots Now Available. MINICAM PHOTO LABS., Dept. 4-A, La Crosse, Wis.

8—4x6 Beautiful Enlargements from 8 Exp. Roll 45c or 8 Sparkling Prints 30c.

Write Alfred Bass
for more of these guaranteed

WAR SURPLUS BARGAINS

*Dark room ventilator w/spun glass filters built-in. These cost Uncle Sam $18.00 each. Cost you only..... $ 3.95

FILM

16MM Super X or XX 50 ft. mags. proc. not inc. 1.35
16MM 50-ft. Panchromatic rev. lab. packed, proc. not inc., per roll..... .50
8x10 Super Pan Port c.f. (1946) per 2 doz.. 4.60
8x10 E.K. Contrast Process Pan c.f. (1946), per 2 doz. 2.99
8x10 Def. Process Pan c.f. (1946), per 2 doz. 2.99
8x10 Ansco Reprolith Pan c.f. (1946), per 2 doz. 2.99
7"x18' Super XX aerial film (1946)..... 3.50
7"x18' Aero Kodacolor Rev. (1946)..... 4.75
4½ gal. Kodacolor kits for above..... 3.75

SURPLUS PAPER (GUARANTEED)

7"x125' Aero Enlarging Bromide (1946) packed in sealed tins, 1, 2, 3, 4, per roll. $2.95
Same in 9⅜"x200', Nos. 1, 2, 3, 4, per roll. 3.95
8x10 Azo glossy s.w. Nos. 0, 1, 2, 3, 4, 5 (1946), per gross..... 2.10
8x10½ Ad-Type No. 2..... 2.10

LENSES

6¾" F:4.5 Eastman Anastig. in bbl/w click stops, each $39.50
35MM F:3.5 Kodak telephoto for 8MM cameras in foc. mt. 38.50

NOTE: All prices f.o.b. San Francisco.

We have new and used still and movie equipment, too. Get your name in for our big, new summer catalog—complete in every detail, including surplus.

Top prices paid for lenses and cameras

ALFRED BASS

51 Second Street San Francisco, Cal.
CABLE ADDRESS ALBAS

Make **GREETING CARDS**
From Your Own Negatives
The Newest Illustrated Folder

The Greetex Way

will give you full information on Greetex Printing Masks for Enlarging or Contact Printing, available now in many new patterns.

Ask your dealer for this interesting Folder or write to the manufacturer today.

GREETEX

FREDERICK D. FISHER
207 E. 84th St. New York 28, N. Y.

"BETTER PICTURES"

$1.25

35mm ROLLS developed, vaporated, enlarged by electric eye, 3¼ x 4½—$1.25. 18 exposure rolls—75c. Extra enlargements 3¼ x 4½ — 4c each. No. 127 split candid rolls—16 exposures—enlarged to 3¼x4½—60c. No. 127 and 120, 8 exp. rolls enlarged to 3½x5—35c. No. 120, 12 exp. rolls enlarged to 3½x3½—50c. No. 120, 16 exp. rolls enlarged to 3½x5—60c. Extra enlargements 3½x5—4c each. Plus 5c postage per order.

We fine-grain all film and use Eastman electric eye equipment. Prompt service. Send roll and money today.

BETTER PICTURES
2523 Lawrence Ave., Dept. P, Chicago 25, Illinois

The World's Most Distinguished

Color Slides

2x2 Scenic Kodachromes
PRICE 50c PER SLIDE
Complete List Free

American Masterpieces
Bell . . . . California

CONTESTS MARKETS

CONTESTS

GRAFLEX, INC., Rochester 8, N. Y., announces the $5000 Third Graflex Photo Contest. Closing Oct. 1, 1947, the 1947 contest is divided into the following groups: A, teen-age photographers; B, non-professional photographers; C, professional photographers; color section, open to all groups of photographers. First, second, and third prizes in the A group are $250, $150, and $100 respectively. In the remaining groups, first wins $500, second $250, and third $150. A special press award is open to all groups. Any pictures taken with a Graphic, Graflex, Crown, or Century camera may be entered in this contest, and you may submit up to ten black-and-white and five color photographs. Obtain full contest rules and entry form from your local dealer.

MECHANIX ILLUSTRATED magazine offers color photographers $300 for the six best color transparencies or prints received before Sept. 30, 1947. First prize is $100, second $75, third $50, and the remaining three winners receive $25 each. All entries should include picture data and return postage. Entries should be mailed to the Color Photo Editor, *Mechanix Illustrated*, 67 W. 44th St., New York 18, N. Y.

THE MON BLANC CHEMICAL CO., Fort Wayne, Ind., and Spearman, Texas, makers of Von-L photo chemicals, announce the first Von-L photo contest. Cash awards totaling $1100, as well as merchandise prizes, are being offered in the contest, which closes midnight Oct. 14, 1947. Judges of the competition are Harry K. Shigeta, Rus Arnold, Anne Pilger Dewey, and Dr. R. H. Von Leidtke. Further information and entry forms are available at your local dealer.

THE OKLAHOMA CAMERA CLUB is awarding $100 in cash awards for the three best pictures made during the 1947 PSA convention and exhibition in Oklahoma City from Oct. 8 to 11, 1947. Only PSA members attending the convention are eligible to enter the contest, and the last day for receiving entries is Dec. 1, 1947.

THE WM. R. WHITTAKER CO., LTD., 915 N. Citrus Ave., Los Angeles 38, Calif., is giving away 10 merchandise prizes valued at more than $500, to the monthly winners of their world-wide photographic contest for Service personnel.

JACKSON & PERKINS CO., rose growers, is conducting a garden photographic contest for the best pictures showing roses or perennials being used in any way. Grand prize is $500. Eight other awards are $100 each, and there are 28 additional prizes of rose plants. The competition closes Oct. 15, 1947. For further information, write the Photographic Contest Editor, Jackson & Perkins Co., Newark, New York.

SEAMEN'S CHURCH INSTITUTE, 25 South St., New York 4, N. Y., is offering $25, $15, and $10 for the three best photographs of shipboard scenes submitted by active merchant seamen only. Glossy 8x10 black-and-white prints are preferred for the contest, which closes Dec. 1, 1947.

ALLSPORTS magazine is conducting a $1500 contest for the best sports pictures of 1947. First prize is $500, and the remaining ten honorary awards will bring $100 each. Open to all photographers, the contest closes Dec. 1, 1947. All pictures submitted must be 8x10 glossy. For further details, write Best Sports Picture Contest, *Allsports*, 431 Howard St., Detroit 31, Mich.

PAN-AMERICAN COFFEE BUREAU invites all professional photographers to enter the Coffee News Pix Contests for published pictures in which coffee plays a newsworthy part. Any news picture showing coffee, which has been published in a newspaper, magazine, house organ, etc., is eligible. The competitions close on June 30 and December 31. Glossy print of photograph must be submitted together with clipping as evidence of publication, and there is no limit on the number of entries from any pho-

AIR PHOTO *scores again!*

K-20 Aerial Camera

Without doubt, this is the most efficient and the most desirable hand held camera made! Automatic film advance with self-setting vacuum back, and shutter-cocking pistol-grip handle with built-in exposure release. Weighs under 10 pounds loaded for 50 shots! Real ease and speed of handling, even in the smallest aircraft! 6⅜" f4.5 Kodak Anastigmat Special lens, shutter speeds to 1/500. These cameras are reconditioned, fully guaranteed like new. Sold only as a complete outfit:

K-20 4x5 aerial camera, value $363.00
PATCO 5¼" developing outfit . 112.00
10 rolls 5¼"x20' film (out-date) 76.00
worth $551.00
OUR PRICE, COMPLETE OUTFIT $245.00

This outfit will just about put you in the air-photo business! Because they are current Army-Navy issue, K-20's are rarely offered for civilian sale. Don't put off your decision too long! Get on our mailing list for other values like this!

AIR PHOTO SUPPLY CO.
555 E. Tremont Ave., N. Y. 57, N. Y.

FREE!

The latest and most comprehensive catalogue ever issued by a school of photography.

This catalogue gives full information on the latest photographic techniques and how to master them.

If you are interested in learning what you *must* know to reach the *TOP* in professional photography write for your copy *TODAY*.

SOUTHWEST PHOTO-ARTS INSTITUTE
1709 FOREST AVE.
DALLAS 15, TEXAS

LENSES 500,000 OF THEM
Send 3 cent stamp for "BARGAIN" list.
Let's Go!
AVAILABLE NOW!
BARGAIN
Original Cost $150.00 OUR PRICE $7.50

ALL COATED LENSES—BRAND NEW
These superb 3X ARMY TELESCOPES were made by the finest optical houses in America. Length 22½ inches. Contain 6 coated lens, five of them achromats. The high resolving power of the lenses will bring out great detail. 36° Field of Views, 3X, Eyepiece Lens Dia. 29m/m E.F.L. 1¾". Fixed focus. Objective 25m/m Dia. Also reticle and three detachable colored filters.....Postpaid $7.50
A. JAEGERS
123-26 F. Rockaway Blvd., So. Ozone Park 20, N.Y.

ENLARGEMENTS
$1.00 for 36
35mm Film Developed 36—3¼x4½ Enlargements
ON DOUBLE WEIGHT MATTE PAPER
4x6 15c, in easel 25c
5x7 25c, in easel 40c
8x10 50c, in easel 75c
11x14 $1.00, in easel $1.50
Roll-Film—Developed and Printed 30c
All Film Developed—Fine Grain
Send for Mailing Bag
A'LANN PHOTO LABS
BOX 5, BROOKLYN 28, N.Y.

ATTENTION ART STUDENTS!

2x2 COLORED ART SLIDES
NEW LATEST RELEASES IN FULL COLOR
BEAUTIFUL MODELS
45c ea.: 10 for $4.49
20 for $7.95
Minimum Order, 3 Slides
No C.O.D.'s
Add 10c for Postage
Slide Viewer Regular $2.50 (with order) $1.79
No shipments made outside Continental U. S.
CAMERA SHOP, inc.
20 BROAD ST. (at Wall St.) NEW YORK 5, N. Y.

The RAY SCHOOLS
PROFESSIONAL PHOTOGRAPHY COURSES to meet the new trends in Business. All phases of advertising, promotional, and portrait work. Classroom work in Lighting. Operation of Cameras, Developing, Retouching, Enlarging, and Finishing. Tinting, Copying, and Airbrush included. Training under G. I. bill available. Personal training, individual advancement, finest equipment. Day and Evening classes. Write
116 SOUTH MICHIGAN BLVD., DEPT. 79, CHICAGO, ILL.

KINGDON FILM WASHER
A Nine Minute Hypo Remover
$2.65 plus 30c tax
Pat. No. 2308519
Bakelite Construction
Handles Simultaneously
Two rolls 120 or 127 plus one 35mm—One 116 plus one 35mm—Three rolls 35mm—Twelve cut films up to 4x5 on round reels.
Raised base has eight outlets.
Your dealer or direct.
Kingdon Photo Accessories Co. INC.
1200 Madison Ave., New York 28, N.Y.

tographer. Announcement of winners will be made semi-annually after the close of each contest, and a grand yearly prize, as well as the half-yearly prizes, will be awarded. For complete information address Coffee News Pix Contest, Suite 1448, 60 East 42nd St., New York 17, N. Y.

THE ALBERTA GOVERNMENT TRAVEL BUREAU is offering medals and cash awards totaling $1000 for pictures of vacation activities taken during 1947 in Alberta. The medals will go to the winners of the first, second, and third prizes of $300, $200, and $100, respectively. Other prizes range from $75 to $10. The bureau reserves the right to purchase for $2 negatives and prints which do not win prizes. Photographs submitted must be accompanied by a descriptive paragraph. The contest closes Dec. 31, 1947. For further information, write the bureau at the Legislative Building, Edmonton, Alberta, Canada.

MARKETS

TOPPER magazine, Wilson and Chestnut Sts., Hazleton, Pa., is in the market for sharp glossy 8x10 black and whites of young children, domestic animals, or a combination of the two. Pictures for cover use will earn $10 each, and other photographs accepted will be paid for at the rate of $5 each. Photographs to be returned must include self-addressed stamped envelope.

BROOKSTAR PHOTOS, 617 Main St., Buffalo, N. Y., needs all types and classes of photographs for advertising purposes. Black and whites should be 8x10 glossy and include caption information; price is $5 and up, payable on acceptance. Demand is greatest for landscapes, scenic settings, sports, and human interest. Prints marked "stock file," if not accepted at once, will be filed or sold on a 50-50 basis. Otherwise all prints with return postage will be sent back.

FPG, INC. (Free-lance Photographers Guild, Inc.), 219 E. 44th St., New York 17, N. Y., is interested in hearing from photographers capable of producing good quality Kodachromes covering all subjects. Prices range as high as $500 for outstanding work, and 4x5 or larger negative size is preferred. Prompt opinion given of work submitted. Especially desired are shots of pretty girls, babies, children, animals, farm scenes, action, sport scenes, and scenics. They also can use top caliber color layouts.

WOLLENSAK OPTICAL COMPANY, Rochester, N. Y. is in the market for color transparencies and black-and-white prints taken with a Wollensak lens. Photographs purchased will be used for advertising purposes, and payment will be made for all pictures accepted. Technical data should be included. Exclusive rights are not desired. Material should be sent to Ed Wolff & Associates, 428 Taylor Building, Rochester 4, N. Y., and on request, they will furnish free an explanatory folder titled *How Wollensak Chooses Illustrations.*

ANSCO, Binghamton, New York, is purchasing black-and-white negatives and transparencies made on Ansco film. Almost all types of subject material are desired, with the story-telling, human interest shots having preference. Payment is made on acceptance. In the case of black-and-white pictures, small enlargement prints should be submitted—not the original negatives. Selections will be made on the basis of technical excellence, composition, and subject interest.

RAY SHAW, internationally famous sculptress of hands is preparing a book on the importance of hands, in shaping our lives and desires photographs of hands in action, at rest, expressing emotions, dexterity, etc. For further information, write William S. Cole, Ray Shaw Studio, 1366 Sixth Ave., New York 19, N. Y.

GLOBAL FEATURES SERVICE, 47 West 56th St., New York 19, N. Y., desires series and feature photographs of activity in the U. S. This material will be distributed overseas. They can also use fashion and glamour Kodachromes, black-and-white glamour shots, etc. Payment for accepted material is on a 50% basis on publication. Include postage and return envelopes for unsuitable photographs.

VINCENT & JOHNSON, P.O. Box 451, Neosho, Mo., will market black-and-white photographs—human interest, winter scenes, farm, industry, people, spot news—at a 50% commission basis. Pictures will be used for covers, advertising, and payment is made

35MM SPECIAL $1.25
35MM FINE GRAINED DEVELOPED AND 36 ENLARGEMENTS TO 3x4 ONLY $1.00
CHOICE OF RELOADS FOR 25c
REPRINTS 3c EACH
ROLL FILM
ANY 8 EXPOSURE ROLL DEVELOPED
ONE PRINT OF EACH REGULAR OR MASTER SIZE PRINT—35c
12 EX. ROLL....45c 16 EX. ROLL....60c
ALL REPRINTS UP TO AND INCLUDING 116 OR 616 FILMS—3c EACH
BULK 35MM FILM GUARANTEE
EASTMAN PLUS X 27½ Feet...$1.00
ANSCO SUPREME 100 Feet...$3.50
DUPONT DUPONT NO. 2
CARTRIDGES OF ABOVE—3 FOR $1.00
WE FURNISH CARTRIDGES
E. K. SUPER XX 27½ Feet...$1.50
E. K. PAN X ANSCO ULTRA SPEED 100 Feet...$5.00
CARTRIDGES OF ABOVE—50c EACH
FILM WINDER—$6.50
Positive Prints—18 ex...50c 36 ex...75c
2x2 COLOR SLIDES FOR YOUR LIBRARY
Eleven Different Poses in Color of
GENE AUTRY
50c Each or 11 for $5.00
DEALERS DISCOUNT 10%
ALLEN'S PHOTOFINISHING
7410 Sunset Blvd., Hollywood 46, California

F1.9 LENSES $4.50
Four element achromatic, Tessar Type, covers 2"x2" at 91.44 mm. focal length. Ideal for 35 mm. projector, perfect detail and illumination with 100-watt lamp.
ELGIN STOP WATCH.....$12.50
15 jewel, black face, white numerals, 10 second sweep hand, a perfect photo timer.
16 mm. BELL AND HOWELL magazine load, electric drive movie camera, complete with F 3.5 thirty-five mm. lens—$24.75. Uses standard EK magazine film—color and black and white.
Shipped prepaid anywhere in the U.S.
MONEY-BACK GUARANTEE
ASSOCIATED SURPLUS CO.
10838 Ventura Blvd., No. Hollywood, Calif.

WANT DIVIDENDS ON YOUR PHOTO PURCHASES?
For Complete Free Bulletin . . .
No Obligation . . . Write
INDEPENDENT PHOTOGRAPHERS GUILD of AMERICA
509 FIFTH AVENUE, NEW YORK 17, N. Y.

We Won't Do $1 Developing
Fine developing and printing can't be done at Bargain prices. Perhaps your best negative is on your present roll . . . but unless it is expertly developed and printed you'll never know. Edwards individually develops, hardens and vaporates every film. Each print is separately made by hand, with full consideration of negative characteristics. Edwards' service is unequaled and reasonably priced. Write today for FREE price list.
EDWARDS FINE GRAIN LABORATORY
30 E. Adams St., Dept. P., Chicago, Ill.

20 READY MADE 2x2 SLIDES $1
WHERE ELSE can you get READY MADE SLIDES at 5c EACH? Full double 35mm size, sharp and clear complete with mounts to show in any standard projector or viewer. SPECIAL OFFER—UNUSUAL SCENIC, TRAVEL and PICTORIAL VIEWS, 20 FOR $1.00 40 FOR $2.00. ALL DIFFERENT. Other sets 25c up. 3 Doz "QUIK-FIX" Slide Mounts 50c. ILLUSTRATED CATALOG sent with ORDER.
SLIDE SUPPLY SERVICE 3111 W. TUSCARAWAS CANTON 3, OHIO

COLOR

FILM! PRINTS! DEVELOPING!

ANSCO COLOR ROLL FILM!

(Factory Fresh—Not Surplus!)

120, B2, 620, PB20.....$1.24 per roll
35mm. (20 exposures)..... 1.78 per roll

ANSCO COLOR FILM DEVELOPING

120, B2, 620, PB20.....$1.00 per roll
35mm. (20 exposures)..... 1.00 per roll
35mm. (20-exp.) Dev. & Mtd... 1.25 per roll

REDUCED PRICES ON COLOR PRINTS

Color Corrected and Cropped!

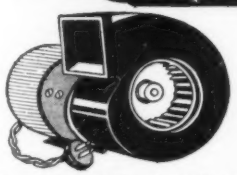
2¼x3¼	$0.45	5x 7	$1.80
3¼x4¼	.75	8x10	2.85
4 x5	.90	11x14	5.70

(Approx. sizes, within fraction of an inch)

All Prints and Developed Films Returned by Air Mail—Postpaid

KOLORPRINCE
373 Floral Ave.
Johnson City, New York

EXHAUST BLOWERS $15.85



No More Stuffy-Hot Darkrooms

Work in comfort! Increase efficiency!—with continuous fresh air. This combination ventilator supplies 100 Cu.Ft. air per minute. Use as exhaust or blower. Installs with ordinary household tools.

Cont. Duty, ball bearing motor operates quietly. Rugged Frame insures long life. 110 Volt, A.C., 50-60 cycles.

Send Check, Money Order. No C.O.D.'s. West of Mississippi add $1.00 for mailing, handling.

UNIVERSAL YONKERS CORP. (Dept. PP-9)
41 Locust St. Yonkers 2, N. Y.

Covers every phase of Photography

LITTLE TECHNICAL LIBRARY

35 volumes . . . 95c each

At all Camera Stores

SELL YOUR PHOTOS

Make Money with Your Camera. New manual tells names and addresses of 100 publishers, advertisers who BUY your photos. Tells kinds they want, how much they pay (up to $150 ea.), how to sell your photos, etc. Only $1 postpaid. HURRY!

MAILWAY ENTERPRISES,
182 Allen Ave., Muskegon, Mich.

HIGHEST CASH PRICES PAID... write!

WE BUY --- USED CAMERAS & LENSES

Leica Cameras & Lenses (all models)—Contax Cameras & Lenses — Telephoto Lenses — 8 & 16 MM Movie Cameras & Projectors (sound and silent)—NEEDED AT ONCE

CAPITAL CAMERA EXCHANGE
1003 PENNSYLVANIA AVE. N.W. • WASHINGTON, D. C.

after the prints are sold. They also desire Kodachromes 3¼x4¼ or larger and will pay 60% to the contributor. Subject matter should be suitable for calendars, advertising, magazines, etc.

SUN-UP, a new home and garden magazine, can use photographs on a wide variety of subjects, such as how-to-do layouts, flower arrangements, gardening, landscaping architecture, outstanding scenic spots in the South, home decoration, and outdoor living. Cover pictures of pronounced scenic beauty and of human interest are desired. Payment is $3.00 and up upon acceptance of each picture. Layouts will be paid for on an individual basis depending on value to the magazine. For full information write Kenneth Kitch, Managing Editor, *Sun-Up* magazine, 4th Floor Moore Bldg., San Antonio 5, Texas.

ROTOR, a house organ published by the Peerless Electric Company, Warren, Ohio, will buy outstanding human interest and seasonal landscape pictures. All prints must be glossy, 5x7 or larger, and black and white. Payment depends upon type of picture. Mail photographs to *Rotor* Editor, Peerless Electric Company, 1401 W. Market St., Warren, Ohio.

AUSTIN SLIDE COMPANY, 1403 W. 6th St., Austin 21, Texas, wants 500 original transparencies of monuments and scenes in the various national parks in the United States. From $1 to $5 will be paid for each transparency accepted. Sizes larger than 35 mm are desired, but 35 mm will be purchased if they are exceptionally good.

RELIGIOUS NEWS SERVICE is in the market for inspirational photographs adaptable for cover-page use. Theme of composition must be of nature suitable for religious publications and glossy 8x10 prints desired. From five to ten dollars will be paid for those accepted. Address the Service at 381 Fourth Ave., New York 16, New York.

THE THOMPSON CO., 1146 North Waco, Wichita 5, Kansas, wants 8x10 glossy photographs for photomurals. All subjects are needed, and prints are placed in files from which clients select pictures for photomurals. Copyrights are not wanted, and $3.00 will be paid for photographs used. No pictures will be returned.

BRICK AND CLAY RECORD, 59 E. Van Buren St., Chicago 5, Ill., desires glossy 4x5 (or larger) photographs of modern constructed (built within last five years) factories, hotels, churches, or any structure wherein clay products are used. Photographs may be over-all views or closeups of brick details, and caption material should include names of architects, contractors, and brick manufacturer. Payment is $3 to $5 per photograph on acceptance.

CENTRAL PRESS ASSOCIATION, 1435 East 12th St., Cleveland, Ohio, will purchase spot news and feature photographs of nation-wide interest at $5 each or $3 in a series of more than two. Either negatives or prints may be submitted. Material returned promptly if not usable.

SHERMAN PAPER PRODUCTS, Newton Upper Falls 64, Mass., will buy black-and-white photographs of scenic settings, sports, or human interest shots having seasonal interest appeal for retail store window advertising. Submit any size prints and include return postage.

BRADY DRAKE PHOTO COPY COMPANY, 623 Chestnut St., St. Louis, Mo., wants photographs that can be used to make photo murals for public buildings. Pictures can be scenic, architectural, or landscape. Brady Drake will pay $1 for each negative they keep and $5 every time they use it.

CORONET MAGAZINE invites contributions of black-and-white vertical photographs of unusual beauty, drama, or general appeal and color shots rich in human interest or beauty. Subject matter is unlimited, and entries must be accompanied by return postage and packaging. Top prices will be paid for reproduction rights and credit will be given. Send photographs to Picture Editor, *Coronet Magazine*, 366 Madison Ave., New York 17, N. Y.

A. DEVANEY, INC., 227 E. 47th St., New York 17, N. Y., can furnish outstanding cameramen with an immediate market for black-and-white negatives and Kodachromes of any subject except spot news and personalities. Immediate payment will be made, and negatives submitted should be 4x5 or larger. Worthwhile material may be handled on royalty.

Major In PHOTOGRAPHY

• MASTERS DEGREE
• BACHELORS DEGREE
• VOCATIONAL CERTIFICATE

UNIVERSITY OF HOUSTON, TEX.

- Architectural
- Biological
- Color
- Commercial
- Metallurgical
- Newspaper
- Photo-micrography
- Portraiture

With a major in photography students study related courses in art, chemistry, mathematics, and physics. Commercial and portrait photography are offered as a vocational course without related studies. Both day and night classes are offered.

This school is approved by the Veterans' Administration for G.I. training and classes are taught by experienced photographers.

For further information write:

THE UNIVERSITY OF HOUSTON
THE SCHOOL OF PHOTOGRAPHY
3801 St. Bernard Street Houston 4, Texas

CHINACOLOR

FINISHED LIKE FINE PORCELAIN

From THE NATION'S CAPITAL—across the Nation

Every CHINACOLOR print is now "DUB'L-HARDENED" at no extra charge to you

FROM KODACHROME, EKTACHROME OR ANSCO COLOR FILM

TO FIT PURSE or HANDBAG

The rich, natural colors underlying CHINACOLOR'S Porcelain-like finish are now doubly protected from scratching and abrasions by our new and EXCLUSIVE "DOUB'L-HARDENED" Process.

Handling or carrying in purse or handbag will not—can not scratch, mar or smudge CHINACOLOR "DUB'L-HARDENED" prints.

From 35 MM., 120 or 620 Color Film:

2¼x3¼ (Not Mounted)	.50
Ten from same transparency	4.00
2¼x2¼ Square, Prices same as above.	

From 35 MM., Roll or Sheet Film:

3x4 In Attractive Folder	.75
4x5 In Attractive Folder	1.00
5x7 In Attractive Folder	1.95
8x10 In Attractive Folder	3.50

Cropped when possible for best composition. Minimum Order, $1.00. We Pay Return Postage.

NORMAL 3-DAY SERVICE
Please send your payment with order.

CHINACOLOR
NATIONAL CAPITAL PROCESSING LABORATORIES
Dept 8 74 301 Cedar St., N. W., Wash. 12, D. C.

THE PHOTOGRAPHIC MARKET PLACE

for COLOR PRINTS
THAT PLEASE THE DISCRIMINATING

Specify ALPHA COLOR

2 x 3.....$0.50	5x7 mtd. ..$2.50
3½ x 4¾.... 1.00	8x10 mtd. .. 4.00
4 x 6 mtd... 1.75	11x14 ..... 9.00
3x3½ (from ½ 35mm only).....70	

From all transparencies ½ 35mm to 4" x 5"
No extra charge for cropping.

Each transparency receives individual attention assuring quality prints

Quotations on special and quantity work sent on request.

ALPHA COLOR LABORATORY
1915 N. Kimball Ave., Chicago 47, Ill.

Need a new Camera?
We have the latest models, new and used. Certainly we accept trades! Write for our bargain bulletin—it's free.

CERTIFIED PHOTO
4658 N. Damen Ave. Chicago 25, Ill.

TRADE MAGAZINES
Business - Vocational - Diversion

Directory of over 3,800 publications. New edition. Completely covers all fields. Classified, indexed, name, complete address, year established, domestic and foreign yearly and single copy rates. $1.00.

COMMERCIAL ENGRAVING PUBLISHING CO.
34AG North Ritter Indianapolis 19, Ind.

PHOTOGRAPHY of the NUDE
generally regarded as the acme of photographic art, is readily acquired by our mode of expert instruction in a nudist environment. Summer sessions, July-Sept. Stay by week or month. *For further information address* SEDGWICK ART INSTITUTE, Sunshine Acres, Inc., Mays Landing, N. J.

MORGAN CAMERA SHOP
THE COMPLETE CAMERA STORE
Use the Morgan Flash Guide for Perfect Flash Pictures. Price 25c

Write for a free copy of MORGAN CAMERA NEWS

6262 Sunset Boulevard
HOLLYWOOD 28, CALIF.

KON-TAK PRINTER
Everything for Printing Convenience!!

Negative clip, margin guide, air-foam platen pad, mask adjustable up to 4 x 5, pilot light, automatic switch. **PRACTICAL DESIGN!** Quickly set-up with **U-ASSEMBLE KIT** of all **ALUMINUM PARTS**, directions. Uses common type sockets.
KON-TAK KIT postpaid—ONLY $5
MONEY BACK GUARANTEE

HILL MFG. CO. 412 Hamilton, NEOSHO, MO

35MM POSITIVE TRANSPARENCIES
1 Roll 36 exposures 50c
3 Rolls $1.40; 6 Rolls $2.50

We will print 35mm. safety film positives from your 35mm. negatives for projection from 2"x2" slides or from the full strip. Returned intact. Fine grain developing of 35mm. negative 25c. Reloaded cartridges of 35mm. film 50c. Vaporating, 5c roll; negative or positive. Catalogue of Stock Slides on request. 36 35mm. Cardboard Slide Mounts, 50c. Special on Gem Jr. Slide File $1.20. FREE MAILERS.

POSITIVE PRINT CO.
129 N. Wood Ave. Linden, New Jersey

Fine ENLARGEMENTS Only

The ULTIMATE in PHOTOFINISHING by PROJECTION for the CRITICAL CAMERA ENTHUSIAST.

- Three Personalized 35MM Finishing Services
- Ultra-Fine Grain Developing
- Prize-Winning Enlargements

Request our Newest Free Folder on quantity Enlargements and Photofinishing Services today!

Projection Print PHOTO SERVICE
P.O. Box 97 Universal City, California
Makers of Fine Enlargements

Ok FOR Quality
25¢
2¼ x 3¼ COLOR PRINTS
3x4½—50c 5x7—$1.00
MADE FROM ANY SIZE COLOR FILM

No expensive mounts or advertising plus production improvements make it possible for us to offer color prints of good quality at a reasonable price. Send your next order to us and discover for yourself that a good color print need not be expensive.

Ok Photo
Minimum Order $2.00
RAPID SERVICE

P.O. BOX 1682, LOS ANGELES 36, CALIF.

ONLY SPEED-O-COPY
With its Critical Focusing

- Makes a perfect copying machine of your Leica, Contax, Argus C-2 & C-3 & Kodak Ektra.
- Extends and broadens the use of your camera.
- Gives positive accurate ground glass focusing.
- Achieves more perfect results in ANY BRANCH of black and white or color photography.

SEE YOUR DEALER—WRITE FOR FOLDERS

D. PAUL SHULL
Dept. PP-9, 240 S. Union Ave., Los Angeles 26, Cal.

$1.00 BUYS THE ONLY BROWN TONER that reduces sepia toning to simply swabbing this single solution on the black and white print. ● NO wasted trays of solution ●NO tray necessary ●TONES in 10 seconds ● NO heating of solution.

4 oz. INSTANTONER shipped prepaid on receipt of your $1.

STUDIO CITY LAB., P.O. Box 502, Studio City, Cal.

PROCESSING SERVICE for PROFESSIONALS
If you are a professional or free-lance photographer our service will save you time and money. Why continue to spend hours in the darkroom?

CROPPING, DODGING and SPOTTING AT NO EXTRA COST.

Write for complete price list today!

WARO ART PHOTOS 112 West 42nd St., Dept. P-21, New York 18, N. Y.

---

8 PHOTO DECALS
Number and identify your film holders. 3 colors...3 sets, Nos. 1 through 24—1 set, 25 through 48. All for $1.00 postpaid

ROCKETT-LAURITZEN
1730 Sherbourne Drive • Los Angeles 35, Calif.

DEVELOPED 35MM ENLARGED
FINE GRAIN DEVELOPED
INDIVIDUAL EXPERT ATTENTION
NO SPECIAL OFFERS
JUST BETTER FINISHING
All Prints Enlarged to 3¼ x 4½
Send Film or Write for Mailers

Windsor Photo Services 408-10 52nd St. Brooklyn 20, N. Y.

NOW YOU CAN SELL PHOTOMURALS!
FREE—sepia toned. (Top quality guaranteed.) Low cost opens vast new market. Rapid service. Also displays, cut-outs, large commercial work. Dealers write. Will buy or rent 8x10 negs.

PHOTOMAMMOTH MURALS
12048 Vanowen St., North Hollywood, Calif.

KODAK & CAMERA REPAIRS
Bellows made to order. Specialists on Contax, Leicas, Graflex, movie cameras and projectors.

C. T. MOYSE
40 Years' Experience
108 Fulton St. New York 7, N. Y.

Enroll Now!

- Study photography in the oldest and best-equipped school in the GREAT SOUTHWEST.
- New classes form immediately—Standard and Advanced.
- No Delay. No Red Tape.
- Come to the picturesque Southwest and share its many opportunities.
- Scores of our graduates are succeeding in all parts of the nation.
- Write today for free catalogue that explains everything.

VETERANS: "Uncle" will pay your tuition and subsistence.

Southwest PHOTO-ARTS Institute
1709 FOREST AVENUE DALLAS 15, TEXAS

---

* 48 HOUR SERVICE *
Quality Color Prints
Made from any size transparencies

Amateurs may now avail themselves of a forty-eight hour color service formerly restricted to professionals.

Size of Print	2¼x3¼	4x5	5x7	8x10
First Print.....	.50	1.00	2.00	3.50
Duplicates.....	.50	1.00	1.85	3.00

EKTACHROME PROCESSING
Roll Film (120, 620).....$1.50 roll

Finecraft Color
1015 SIXTH AVE. NEW YORK 18, N. Y.

GRAIN-FILTER
Mount this precision 2" square prismatic filter on your enlarger lens.... Produces grain-free enlargements without diffusion.
SEND CHECK OR MONEY $2.00

ALBURGER RESEARCH PRODUCTS CO.
1654 RODNEY DRIVE HOLLYWOOD 27, CALIF.

NEGATIVES FROM YOUR 2 x 2 COLORSLIDES 20c
Per Slide

These specially processed negatives yield excellent, inexpensive black and white enlargements and double the use of your transparencies.
Minimum Order $1. 24 Hour Service. No. C.O.D.

ARTEX STUDIOS Box 238, Old Chelsea Sta. NEW YORK 11, N. Y.

IN THE WEST IT'S "BEST"
Film Developing and Printing

6 or 8 Exp. 35c
12 or 16 Exp. 60c
Any 35 MM Roll developed and printed Master size $1.00

SPECIAL ATTENTION TO SERVICEMEN'S orders from overseas.

Personalized Film Processing in modern laboratory.

Reprints up to 116 3¢

BEST PHOTO SERVICE
Box 5250 Met. Sta., Los Angeles
Free Mailers and Price Lists

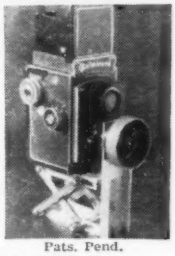
MEXICO
Cameras and movies, new and used, also for rent. First class Repairs

RUDOLF RUDIGER
Avenida 16 de Septiembre No. 39-804
México, D. F.

Watch this page Every Month

for unusual values in Photographic Equipment Supplies and Services

PHOTOGRAPHIC MARKET PLACE Continued



Pats. Pend.

Explore New Fields
WITH YOUR TWIN LENS
REFLEX

Make
Copies—no parallax.
Closeups with Portra lenses.
Telephoto shots with Magni Far.
Macrocopies with any microscope.
Flange accepts your regular sunshade and filter holders.
DAPTAFLEX fits any twin lens reflex. Precision made of light-weight alloys.

$17.50 U. S. Tax Paid

Give make of camera and include remittance with your order. Sent postpaid in U.S.

CISCO • Cleveland 16, Ohio

TRANSPARENCY REPRODUCTIONS BY **AVAC** means TRUE COLOR

Every color tone is reproduced accurately by AVAC's craftsmen. Any size duplication can be made, from 35mm to 8x10 originals, using Ansco and Kodachrome. Fast service on all orders and professional processing.

AVAC LABORATORIES
111 N. La Brea Ave., Los Angeles 36, Calif.

Learn Professional Photography

In the South's fastest growing school. Glamour portraiture, fashion, industrial and commercial training. School completely equipped and air-conditioned. Placement service. G.I. Approved. New classes forming now. EVERYTHING FURNISHED. Write for brochure.

Next Class Begins Sept. 1st
HOUSTON SCHOOL OF PHOTOGRAPHY
3505 Louisiana St. Houston, Texas

RATES: 30c per word Minimum 10 words

Classified Advertising

NOTICE TO CLASSIFIED ADVERTISERS. Next available issue will be November. Copy must be in our hands before September 1st.

CAMERAS AND EQUIPMENT TO SELL

USED Bargains. Cameras: 5x7 Universal Juwel, 3 double holders, $149.50 less lens; 5x7 Linhof, 12 holders, case, $169.50; 5x7 Auto Graflex, 20" f5.6 B&L Telephoto, FPA, $179.50; new 2¼x3¼ RB Graflex "B" 5" coated Ektar, FPA, $157.50; with 5½" f4.5 B&L Tessar, coated, $168.50; 10" f5.6 Graflex Tele-Optar, $145.00; 4x5 B&J Press, 5¼" f4.7 Optar in Graphex Synchro, Kalart RF, $185.15 all new; 4x5 Meridian, $225.00; 2¼x3¼ Busch Pressman, f4.5 Kodak Anastigmat in Compur, Kalart RF, all new, $149.50; 4x5 Nue-Vue, $49.50; 5x7 Ansco Universal View, 8¼" f4.5 Velostigmat, coated, Betax, Ansco stand, all new, $323.00; new 5x7 Deardorff, 4x5 reducing back, 8¼" f4.5 Zeiss Tessar, Compound, $329.00; Ikoflex III, ER case, $335.00; Contaflex, f2, $375.00; 4x4cm Rolleiflex, f2.8 Tessar, case, gun, extras, $249.50; Korelle Reflex, f3.5 Cassar, ER case, $119.50. Lenses: 5cm f1.4 Zeiss Biotar, coated, coupled for Leica, $279.50; 180mm f2.8 Sonnar, Flektoscope, $495.00; 180mm f6.3 Tele-Tessar for Contax, $248.00; 85mm f2 Sonnar for Contax, $249.00; 7" f6.8 Goerz Dagor, new Acme Synchro, $154.50; Compur, $99.50; 8¼" f4.5 Velostigmat, coated, Betax, new, $137.75; 12" f4.5 Heliar, coated, compound, $295.00; 12" f6.3 Ilex Paragon, Acme, coated, new, $136.00; 12" f4.5 Kodak, Universal, $149.50; 15½" f4.5 Velostigmat, $224.50; 19" Goerz Apo-Artar, $224.50; new 127mm f4.7 Ektar, coated, Graphex X, $80.15; 7½" f4.5 Ilex Paragon, Acme Synchro, $114.00; 7½" f4.5 B&L Tessar, $59.50; 135mm f4.5 Hektor for Leica, $169.50; Vidom finder, $49.50; 5½" f4.5 B&L Tessar, coated, new, $64.60; 15" f5.6 Raptar, coated, Betax, new, $227.80. Buy—Sell—Trade. Wells-Smith Camera Co., 15 E. Washington, Chicago 2, Ill.

SUPER Ikonta C, f3.5 Tessar, new, $165. Emile Devolder, 21 Oakvale Rd., Waban, Mass.

CONTAX II, Sonnar f1.5 calibrated in feet, eveready case, accessories, excellent condition, $310.00. George Harris, 7601 Westmoreland, Clayton 5, Missouri.

DON'T wait for darkness! Load filmholders, film tanks in daylight! No darkroom necessary with "No-Dark" safety changing bag! Light-tight! Lightweight! Durable! Indispensable! Sent postpaid anywhere in U. S. upon receipt of $5.95. No-Dark Products, 1618A West 23rd St., Los Angeles 7, Calif. Dealer inquiries invited.

AERIAL camera. 5x7 with 10 inch Schneider Xenar lens, f4.5 Magazine with 12 cut film-holders, yellow & red filter, $350 value will sacrifice for $100.00. Case included. A. M. Novack, 1751 Ridge Ave., E. St. Louis, Ill.

IKOFLEX II Tessar f3.5. 3½x4¼ Auto Graflex B&L f4.5. Argus C3 flash. All very good. Extras. Write to Paul S. Lake, 264 High St., Pottstown, Pa.

REFLEX Owners. Users of Rolleiflex, Rolleicord, Argoflex, Ciroflex, E. K. Reflex, Ikoflex, Superb, etc., need the Flexhood. Extends focusing hood and aids focusing and composition. Thousands in use. Deluxe model $1 postpaid. Guaranteed. Your dealer or Spencer Company, Mount Vernon, N. Y.

LEICA Owners: Experts praise new, compact, beautifully made, easily installed flash unit. Free details. Quentin, West Salem, Ill.

VOIGTLANDER Bessa, f3.5 Heliar, coupled rangefinder, compur 1/400, 2¼x3¼ or 1⅝x2¼, $115.00. Ralph Altman, 4827 Ellis Ave., Chicago 15, Ill.

NEW Speed Graphic Anniversary 3¼x4¼ fully equipped. Also Crown Graphic 2¼x3¼ equipped. Clyde Baumgardner, Hazard, Ky.

MINOX with case and daylight-loading developing tank. Greenwood, 166 N. Sprague Ave., Pittsburgh 2, Pa.

VIEW camera 5x7 with accessories $225, Kodak 35 Cpl. R.F. new $80.81, Speed Graphic 3¼x4¼ Anniversary complete outfit, automatic Rolleiflex and accessories. S. Dickhaut, Huron, Ohio.

LINHOF 9x12 Standard, f6.3 Collinear plus wide angle lens, Compur, new coupled R.F., case, ten holders, pack adapter, filter, $168. Retina I, Ektar f3.5 coated, Compur, filter, excellent condition, $55. Bill Barber, 1302 Ninth Ave., Huntington, W. Va.

GRAFLEX D, 3¼x4¼ R.B. 6⅜ f4.5, unusually clean, $135. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

ROLLEIFLEX, standard, good condition, case, lenscote, Abbey flash, Proxar lens set, filter, sunshade. $250. Blake, 812 E. Charles, Pauls Valley, Okla.

SPEED Graphic 2¼x3¼, Solar enlarger, DeJur projector, portable radio. Locascio, 36 Montrose Ave., Brooklyn, N. Y.

16" TURNER-Reich convertible f7.5 in Acme shutter. Excellent. Hart, 2250 Maplewood Ave., Toledo 6, Ohio.

2¼x2¼ OMEGA enlarger with Dahlmeyer f4.5 lens. Sell, trade. Hart, 2250 Maplewood, Toledo 6, Ohio.

4x5 GRAFLEX B. 6 C.F.H. No lens. Used very little. Sell, trade. Hart, 2250 Maplewood Ave., Toledo 6, Ohio.

NEED new camera, projector? Order filled day received. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

CINE-Kodak Special f1.9 lens. Practically new. Franklin, 287 W. Exchange, Akron 3, Ohio.

CONTAX II, Zeiss Tessar f2.8 lens, sunshade, two filters, case and Leica, model G chrome, Summar f2 lens, shutter 1 second to 1/500, sunshade and case. Best offers. Paul Romich, Box 603, Pittsburgh 30, Pa.

AUTOMATIC Rolleiflex, f3.5 Tessar, case, like brand new, $300. Ralph Altman, 4827 Ellis, Chicago 15, Ill.

GOLDE Filmatic. Accessories and Weston Exposure meter with case. Brand new. Will sacrifice. B. J. Fishel, 124 5th St., N. W., New Philadelphia, Ohio.

APO-Tessar, Zeiss, brand new, absolutely perfect condition. Finest process lenses in the world. f9. Barrel mount. Iris diaphragm. One 45cm focal length, $190. One 30cm focal length, $160. Also Zeiss Tessar f6.3. 21cm, $50. Arnold Lee, 3427 N. 16th, Philadelphia, Pa. Or trade for 35mm equipment.

CONTAX III camera w/Sonnar 5cm f1.5 lens in eveready leather case. Also Sonnar 8.5cm f2 lens and Biogon 3.5cm f2.8 lens. Zeiss 42/G2 filter, Zeiss Bernotar #51 filter. 2—#42 Zeiss sunshades. 1—#51 Zeiss sunshade. 1—Zeiss 3.5cm view finder. 1—Zeiss 8.5cm view finder. 1—Table tripod. 1—Optipod. 1—Zeiss cable release. 1—Zipper carry-all bag. All equipment like new. Best offer. Marco Studios, 308½ Main St., Lafayette, Ind.

SUPER Ikonta "A" Zeiss f3.5 lens. Compur shutter. 16 exposures on 2¼x3¼ film. Built-in rangefinder. Like new, $125. G. J. Meyers, Jr., 19 Seaview Ave., Marblehead, Mass.

CONTAFLEX f1.5 Sonnar in perfect condition, $350.00. Super Nettle f2.8 Tessar in perfect condition, $75.00. Private party. E. Frank, 208 N. Elmhurst Rd., Prospect Heights, Ill.

SUPER Weltini, 35mm, f2 1/500, coupled, feet, like new, $145. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

ZEISS 3¼x4¼ f4.5, FPA & case, $70. Nagel 6x9 f4.8, FPA & case, $70. Mercury I f3.5, $25. 6025 Wanda Ave., St. Louis 16, Mo.

NEW 5x7 printer, camera studio stand, $85.00; 8x10, $120.00. Reducing back, $11.00-$9.00. Skytower, Box 210B, Chicago, Illinois.

SUPER Ikonta BX f2.8 CZT Compur Rapid. Built-in electric Expmtr, Auto film counter, ER case. Guaranteed new condition, $270.00. Lt. Draper, P. O. Box 781, Bangor, Maine.

COMPARE prices. New merchandise only. Send for camera & supply list. Special 10x14 chrome ferro plates, 85 cents each postpaid. Maple Music Shop, 98 Maple Ave., Newark, N. J.

NEW 15" f5.6 Wollensak telephoto, $100. New 5x7 aerial camera with 15" lens, rollfilm back and used Graflex magazine, complete with carrying case, $135. J. A. Van Coevering, Plymouth, Michigan.

CINE Lenses. Focusing "C" mount: 1.6cm f2 Xenon, $79.50; 1" f1.9 Dallmeyer, $59.50; 1" f1.5 Velostigmat, coated, $66.50; 1" f1.5 Graf, $34.50; 1" f2.5 B&H Ansix, fixed focus, coated, $49.50; 1" f1.5 Cooke Kinnic, $79.50; 2" f3.5 Ektar, $54.50; 2½"x3½"x4¾" f4.5 Meyer Plasmat triple convertible, "A" or "C" mount, very special, $139.50; 3" f4.5 EK telephoto, new, $56.00; 3" f1.9 Dallmeyer, $124.50; 4" f4 Velostigmat, $59.50; 5" f2 Meyer Plasmat, case, $199.50; 6" f4.5 B&H Eymax, coated, $139.50; 6" f4.5 Dallmeyer, new, $112.00. 8mm Lenses: ½" f2.5 B&H Anart for Sportster, $19.50; ½" f1.9 Cinor, focusing, $55.47; 1" f1.8 Cooke Kinnic for Bolex L-8, $74.50; 1½" f3.5 Kodak Anastigmat, yellow filter, $39.50; 1½" f3.5 Cinor, $32.50. Special! 16mm Moviekon, standard magazine load, 1" f1.4 Sonnar, 2" f2.8 Sonnar, 20mm f2.7 Tessar, case, Proxars, filters, like new, $545.00. Buy—Sell—Trade. Wells-Smith Camera Co., 15 E. Washington, Chicago 2, Illinois.

HOLDERS—Pack Adapters for 6.5x9 and 9x12 cameras. Double holder using 3¼x4¼ film, $4.50; FPA, $5.75. 2¼x3¼ double holder, $4.50; FPA, $5.50. Lightweight—all metal—no added attachments. Graflex and Graphic holders and FPA's—all sizes. Wells-Smith Camera Co., 15 E. Washington, Chicago 2, Illinois.

CONTAX Outfit: One model 3 Contax with f1.5 lens in everready case. One model 2 Contax f.2 lens everready case also equipped for flash, King-Sol gun two reflectors. 35mm Orthometer f4.5 WA-1 85mm f.2 Sonnar 1-135mm f.4 Sonnar Weston master meter & case—Speed-O Copy and tubes, Universal Finder, H&H color temperature meter & filters Ser. 6 35mm Omega enlarger sunshade and misco. Model #3 will be split all other items sold as one unit. To best offer, bids held until two weeks from date of issue, all in A1 condition. Kenneth Coleman, P.O. Box 808, Fort Pierce, Fla.

DIRECT Positive Cameras for 1½x2 Photos, $129.50; for 2½x3½ Photos, $134.50; for 3x5 Photos, $176.50; F.O.B. Baltimore. Immediate delivery. Fully guaranteed. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md.

STEREO Cameras 45x107 size: Ernemann Reflex, f3.5 Ernon, FP shutter, $99.50; Stereolette Cupido, f4.5 Tessars, Compur, 10 holders, 2 magazines, FPA, case, $174.50; Heidoscope, f4.5, case, magazine, $195.00; 127 Rolleidoscope, f4.5 Tessars, case, $295.00. 6x13 size: Stereo Makina f2.9 Anticomars, Compur, case, holders, FPA, $195.00; with coupled rangefinder, magazine, $249.50; Stereo Ideal, f6.3 Tessars, Compur, 6 holders, FPA, case, $149.50; f4.5 Tessars, $174.50; Heidoscope, f4.5 Tessars, 120 roll holder, case, $295.00; 5x7 Premo, f6.3 Tessars, $69.50; Matched 5¼" f4.5 Zeiss Tessars, focusing sunk mount, $124.50; Leitz Stereoly viewer, $49.50; Rollei Stereo Attachment, $15.00. Buy—Sell—Trade. Wells-Smith Camera Co., 15 E. Washington, Chicago 2, Illinois.

9x12 ICA-Nelson, D. E., with accessories. $85 or will trade on Leica or Contax. Box 142, % Popular Photography.

KINE Exakta. f2. Zeiss Biotar, $295. Wide angle lens, f4.5-4cm, $75. Telephoto lens Zeiss Tessar 8cm. f2.8, $85. Meyer-Gorlitz 15 cm f5.5, $135. Combination 10 cm f2.8 or 18 cm Meyer Gorlitz, $200. Complete outfit, $750. Lowry Smith, Rochester, Pa.

LENSES, filters, etc., from War Surplus. List free. F. Siefke, Box 18, Sta. E, Buffalo, N. Y.

CAMERA Prices Slashed! Free list (stamp appreciated). Seymour's, 101-P Sherman Ave., New York 34, N. Y.

PHOTOSTAMP camera for sale. Perfect condition. Philip Edelman, 317 E. 21st St., New York 10, N. Y.

SURPLUS Film Hangers. 4x5, stainless steel. 37c each; check or money order. Tintype, 8687 Melrose Ave., Hollywood 46, Calif.

SAVE Dealer's Profit! Latest bargain-packed Directory, 25c. "Camera," 126-P Lexington Ave., New York 16, N. Y.

LATEST Models Cameras. Projectors traded for your old models. What have you? We buy anything. "Cameramen," 542P 5th Ave., New York 19, N. Y.

CONTAX, Leica, Lenses, Equip., Lenses for Graphic and View. Hard to get items. Swap. Send for free list. Horton Photo, 115 N. Main, Santa Ana, Calif.

LEICA standard chrome, motor, flash, accessories. Sell all, part. Sickler, 109½ N. 35, Billings, Mont.

CONTAX II, coated 50mm f.2 Sonnar, acces., $275. Like new Turner Reich, 12, 19, 26 inch, in Acme with flash trip, $200. Wollensak 6¼". W. A. for 8x10 in Betax $60. Box 143, % Popular Photography.

REGISTERED Leica IIIC. Summitar f.2, new. Case and meter, $350. P. O. Box 78, Mount Calvary, Wis.

LEICA III B, Summar f2, 35 & 90mm Elmars, Vidom & accessories. Sell outfit or separate. Ray Anderson, 322 N. London Ave., Rockford, Illinois.

LEICA Vidom View Finder, chrome, $43.50. Rouzer, Box 189, Grand Canyon, Arizona.

4x5 ANNIVERSARY Speed Graphic. Completely equipped. 5x7 Solar enlarger. All excellent. Sell or trade on Contax. David Greear, Marion, Va.

WILL buy your 5"x7" or 8"x10" camera regardless of condition, or any lens you have. Describe fully. W. K. Crosson, 4515 Grand River 8, Detroit, Mich.

PROFESSIONAL sells some extra equipment: Tele-Xenar 360mm f5.5 for Exakta or Korelle, unique, custom-made lens, new, case, $425. Xenar 21cm f3.5, barrel, new, $115. Xenar 13.5cm, f3.5, barrel, new, $85. Summar f2 5cm for Leica, excellent, used, $80. Elektro Bewi, $16. Photrix SS, $15. Maliniak, 189 Mayflower Ave., New Rochelle, N. Y.

REVERE, Keystone, Eastman and Ansco still and movie cameras, projectors, film and accessories. Conner Films, Port Clinton, Ohio.

NEW Kodak Retina I, f3.5, $59.00. Model II Kodaslide projector with case, excellent, $45.00. Model K Cine-Kodak, f1.9, excellent, $79.00. Oscar Stroh, Linglestown, Pa.

LEICA IIIC, Summitar f2, case. Brand new, $350. C. Signorelli, 38 Jefferson, Auburn, New York.

LIKE new. 3¼x4¼ Speed Graphic, Ektar 4:7, Supermatic, KRF, Mendelsohn gun, four holders, pack, shade, case; used two months. Guaranteed. $260.00 takes all. W. H. Billings, Kennett, Missouri.

35mm VIEWER and strip of twelve beautiful natural color Art Poses. $2.00 postpaid. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

KODAK Reflex, case, gun and adapter. Want HP Graflex. James W. Penney, 85 Main St., Rockport, Mass.

ALL Like New! Fully Guaranteed! Leica G, Elmar 3.5, $200.00; Same, Summar f2, $225.00; Leica III C, Xenon 1.5, $345.00; Contax III, Sonnar f2, $300.00; Miniature Speed Graphic, coated Optar 4.5, Kalart rangefinder, Graflex flashgun, case, $210.00. Ace Camera Exchange, 136 East 58th St., New York P-22, N. Y.

UNUSED Contax III f1.5, case, $375. Sonnar 8.5cm f2, $225; Sonnar 13.5cm f4, $150. Box 1161, Greenwich, Conn.

IS Photography your Hobby? Now ready for delivery: "Bantam" portable electronic Speedflash. Rechargeable batteries, weight 7 lbs., maximum power. Synchronization guaranteed. State camera when ordering, $69.50, tax included; 2¼x3¼ B.J. Press, f:4.5* Rapax, Rangefinder, $167.70; 2¼x3¼ Busch Pressman, Ektar f:4.5* Flash Supermatic, $189.40; 4x5 B.J. Press, Wollensak f:4.5* Rapax, Rangefinder, $178.50; Ansco Clipper, $9.95; Acro f:4.5, $29.50; Perfex 55 DeLuxe*, $91.00; Mercury II f:2.7*, $82.90; Perfex turret magazine 8 f:2.5*, $89.50; f:1.9*, $135.50; case, $12.50; Briskin Magazine f:2.5*, $99.50; f1.9*, $122.50; Revere Magazine f:2.8*, $127.50; Revere Turret*, $110.00; Revere 88 f:2.5*, $77.50; Bell & Howell Sportster*, $102.61; B&H Turret* with case, $178.78; Kodak f:2.7*, $58.33; Keystone f:2.5*, $64.50; f:1.9*, $91.50; Bolex L8 f:1.9*, $140.00; Kodascope 33 with case, $79.00; Revere projector with case, $125.00; DeJur with case, $174.00; Ampro 8, case, $168.00; Keystone K 108, $138.50; Kodaslide I projector, $21.10; Skan projector set, blower cooled, $29.50; PRC fully automatic push button slide projector, $125.00; Golde 2¼x3¼ slide projector w. case, $90.68; 101mm Ektar f:4.5* Flash Supermatic, $74.00; 90mm Elmar, latest, coated, $135.00; 17mm f:2.7* focusing Wollensak, $62.50; 15mm f:2.7* Kodak $65.33; 9mm f:2.7*, $43.75; 38mm f:2.5*, $56.58; 63mm f:2.7*, $75.83; 102mm f:2.7*, $96.25; accessory back for Medalist, $40.83; 35mm back for 6x9cm and 9x12cm cameras, $37.92. Used Specials: 135mm Elmar f:4.5, not coupled, $95.00; 125mm f:2 Xenon, $80.00; 18" f:4 Verito, $80.00; Rolleiflex, Tessar f:4.5, case, $125.00; Rolleicord f3.5, Proxarset case, filter, $150.00; Wirgin Reflex f:4.5, gun, $52.50; 2¼x3¼ Speed Graphic, BL Tessar f:4.5, rangefinder, l.n., $175.00; 2¼x3¼ Graflex Jr., case, excellent, $89.50; 9x12cm Standard Linhof, Tessar f:4.5, $150.00; 6x9cm Meyer f:3.5 Trioplan, $59.50; Weltini f:2.8 Xenar, $135.00; Agfa Karat f3.5 Compur, case, $45.00; ½VP Dolly, Xenon f:2 CR, $69.50; 120 Rangefinder Welta f:4.5, $69.50; 2¼x2¼ Rangefinder First (jap.) f:3.5, $55.00; Keystone 8mm f:2.7, $39.50; 6x50 Schutz binoculars, $75.00. Many more new and used cameras and equipment. Write your needs. 10-day trial with money back guarantee. Highest cash or trade allowance for your equipment. Hobby Camera Stores, 134 N. Wells, Chicago, Ill.

* Coated lens.

BRAND new cameras. Kodak 8mm Magazine f1.9 coated lens, $145.83; Kodak 35mm coupled rangefinder f3.5 coated lens, $80.81; Argus C3 and case, $61.00. Bell Camera Co., Inc., 9405 Fifth Ave., Brooklyn 9, N. Y.

SUPER Ikonta B, SW. 2.8 Tessar, case, $185.00; German twin lens reflex, case, $85.00. LeVoy, 525 Corona Ave., Valley Stream, L. I., N. Y.

LEICA III-B, f2 Summar, chrome, case, like brand new, $265. Ralph Altman, 4827 Ellis Ave., Chicago 15, Illinois.

GOERZ Dagor lens, 6" f6.8 in Compur 1/250, clean, $75. Ralph Altman, 4827 Ellis Ave., Chicago 15, Ill.

IKOFLEX I, f3.5 Compur 1/300, case, like new, $110. Ralph Altman, 4827 Ellis Ave., Chicago 15, Ill.

CAMERA Fans all over the country are quick to realize that Cinarco's faster, friendlier service is that extra something they have been looking for! And your choice of camera equipment can be readily filled from one of the Midwest's most complete stocks of photographic merchandise. We can give prompt delivery on such fine cameras as Speed Graphics, Vokars, Ciroflex, Argus, Kodaks, Perfex, Mercurys, Leicas, Contax, etc. Cinarco is headquarters for all types darkroom equipment and Omega, Solar, Federal, DeJur, Elwood and Sun Ray enlargers, etc. All types studio lighting equipment. Write for Free "Availability Listings." Do it soon! Cinarco Photo Supply, Inc., Davenport, Iowa. "Yours for Better Photography!"

KINE Exakta. Zeiss Biotar f2. Tessar 5" f4.5. Zeiss Orthometar 21cm. f4.5 Optimo. All complete with adapters, focusing mounts, extension tubes, etc. Best offer. Henry Lincke, 4044 Fairview Dr., Toledo 12, Ohio.

ROLLEIFLEXES: Standard, $135; Automatic, $235; complete Linhof outfits: Spencer Delineascope VA with 16" lens, $88; 3" Ilex Super Cinemat f2.6 in Ilex, $65; 6" Meyer Trioplan f3.5 in Compur, $120; 8¼" Steinheil Cassar f3.5, $120; 8¼" Cooke Aviar f4.5, $120; 11" Cooke Series IV f5.6, $120; 12" K.A. f4.5 in Ilex, $165; others from ½" to 29½"; lenses and special optical equipment designed to meet your requirements. The Lens Lair, 202 Dodge Ave., New Orleans 20, La.

NEW Eastman Magazine 8 movie cameras, Medalist II with accessories. W. Brodt, Fairmont, Minn.

AGFA Karat 35mm, f2.8 Xenar, case, $100. Miniature Speed Graphic, all accessories, $180; 6x9 camera, f4.5 Tessar, $49. Trade. Don Swaim, 1729 Wharton, Sherman, Texas.

ACCESSORY back for Medalist, New Kodak 35. W. Brodt, Fairmont, Minn.

4x5 B.J. 4.7 Synchro Ektar, rangefinder. Box 815, St. Cloud, Minn.

LEICA IIIC, Summar f2, perfect, bargain. Box 145, % Popular Photography.

GIANT Binoculars: Leitz ten-power eighty millimeter. Collapsible tripod mount. H. E. Bussey, Box 4659, Atlanta 2, Ga.

ZEISS Sonnar 50mm f2 lens for Contax, $75; Hektor 135mm tele for Leica, $135. Box 146, % Popular Photography.

CONTAX, Leica, Speed Graphic, Medalist, Exakta, Rolleicord, Ikoflex, Rolleiflex, Leitz Micro Ibso, Nooky, Elmar, Summitar, Hektor, Thambar, & Telyt lenses. Buy, sell or trade fine cameras, lenses, etc. Kirby, 1505 So. Ewing, Dallas 16, Texas.

KODAK Medalist II, case, new, $225; Zeiss Ideal B 9x12, coated 15cm CZT, Meyer RF, complete accessories, $125; Graflexes, new 3¼x4¼ D; new miniature, choice with complete accessories, $125. Luther, 935 Porter, Wichita, Kansas.

LEICA IIIC and IIIA with Summitar f2 coated, Hektor 135mm coated and Vidom finder, new Leica cassettes, $4.95. R. H. J., 3102 Gary Dr., Normandy 20, Mo.

PERFECT focusing for enlargements. Ezcee has 2¼x3¾ screen. Money back guarantee. $2.50, tax included, delivered. Cook Mfg. Co., Salem 14, Mass.

KORONA 4x5, f4.5 synchro, accessories, $165. R. P. Holland, Bishop, Calif.

BRAND New: Speed Graphics, all sizes, Leicas, Bantam special f2, Kodak Reflexes, Kodak "35" with rangefinder, Automatic Rolleiflexes f3.5 Zeiss Tessar. Kodak Magazine 8 and 16, Bell & Howell, Revere Movie Equipment. Special: Graflex Super D f3.5 Tessar, like new. Immediate delivery. Coronet Camera Service, Box 123, Station A Post Office, Brooklyn 6, N. Y.

ANNIVERSARY Speed Graphics, 2¼x3¼ and 3¼x4¼, brand new, fully equipped at discounts. Leica IIIB f2 coated Summar, like new, $275.00. Kodak-Cine 8mm f1.9 lens, Eveready case, $95.00. Eastman Precision enlarger f4.5 lens, like new, $100.00. Philip Di Figlia, 139-04 175th St., Springfield Gardens 13, N. Y.

MERCURY II, GE exposure meter, 2¼x3¼ Federal enlarger. All like new. Don Lipsett, Woodburn, Indiana.

ZEISS 35mm Contaflex f2 in perfect factory condition including built in light meter, $295.00. Richard W. Camp, 3604 N. Robinson Ave., Oklahoma City, Okla.

CANADIANS. We have on hand a complete assortment of Leica, Contax, Contaflex, Rolleiflex, Rolleicord, Exakta, Medalist, Super Ikontas, Robot, Korelle, Busch Precision Pressman, Speed Graphic and many other cameras. Movie cameras and projectors. Leica and Contax Lenses. Enlargers, exposure meters, tripods and all other accessories. Also complete assortment of cameras, lenses, and equipment for Professional Photographers. No catalog; write your needs. Simon's Camera Exchange, 11 Craig St. West, Montreal, Que., Canada.

CAMERAS AND EQUIPMENT WANTED

GOERZ Dagor f6.8 in shutter. 5 to 12 inch. Cash. Hart, 2250 Maplewood Ave., Toledo 6, O.

WANT 180mm f2.8, 300mm f8, 500mm f8 with Flektoscope for Contax. Oscar Howard Covey, 2054 Fairburn Ave., West Los Angeles 25, Calif.

AUTOMATIC Rolleiflex and late model Contax. List equipment and price. M. Barouch, 2685 Grand Concourse, Bronx 58, N. Y.

URGENTLY need: Leicas, Contaxes, Retinas, Baldinas, Ektras; immediate reply. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

URGENTLY need: Rolleiflex, Ikoflex, Graflex, Contaflex, Exaktas. Immediate reply. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

URGENTLY need: Ikontas, Medalist II, Bolex, Voigtlanders, Welturs. Immediately reply. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

URGENTLY need: clean cameras $75 to $500. Reply in return mail. Ralph Altman, 4827 Ellis, Chicago 15, Illinois.

IHAGEE Exakta, Exakta 1:3.5 f7.5cm 1⅝x2½". Telephoto & wide-angle lenses for Ihagee Exakta, 35mm. Bernard Barron, 813 33rd St., Newport News, Va.

GOOD small camera at moderate reasonable price. Donald Harris, 617 Gardenia, West Palm Beach, Fla.

WANTED: 35 mm Leica or Contax Outfit. Write giving all details. Box 829, % Popular Photography, Empire State Bldg., New York, N. Y.

LOOKING for Auto Rolleiflex, Standard Rolleiflex, Ikoflex II or III, or any good 2¼x2¼ Reflex. Box 830, % Popular Photography, Empire State Bldg., New York, N. Y.

WANT telephoto and wide angle lenses for Contax Camera. Box 831, % Popular Photography, Empire State Bldg., New York, N. Y.

NEED good 35mm Camera. Write in full. Box 832, % Popular Photography, Empire State Bldg., New York, N. Y.

WANTED: Super Ikonta "B" or "C" Special. Will consider Super Ikonta "A." Box 833, % Popular Photography, Empire State Bldg., New York, N. Y.

TOP cash prices paid for cameras and lenses. Alfred Bass, 51 Second Street, San Francisco 5, Calif.

CASH! Spot cash for cameras, lenses, binoculars, movie or still, sound projectors. Send full description by mail, or wire for prompt cash offer. Over 30 years of dependability insures honorable dealings. Bass Camera Company, 179 West Madison Street, Chicago, Ill.

CASH! Cameras wanted. Highest cash prices paid always. We also buy projectors, lenses, enlargers, microscopes, etc. George Levine & Sons Co., 55 Bromfield St., Boston 8, Mass.

HIGHEST Prices Paid for Leica, Contax, Rolleiflex, Rollfilm, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 E. 58th St., New York 22, N. Y.

SEND us your camera today. Will send certified check by airmail immediately. Items held 10 days for your approval of our price. Free estimates—Trade-ins. Highest prices in the U. S. for photo equipment. "Cleveland's Camera Super-Market," Rotbart and Reitman, 1900 East 9th St., Cleveland 14, Ohio.

PINKHAM Smith lens. Gill Studio, Oil City, Pa.

REFLEX camera with fine lens wanted. Cash. Arthur Rich, 645 West End Ave., New York 24, N. Y.

STEREO-Graflex 5x7 box only. Stereo cameras wanted and sold. Thomson Stereo Shop, 2402 East Houston, San Antonio, Texas.

LEICA camera, also lenses. J. Fortune, 215 West 90th Street, New York 24, N. Y.

2¼ SQUARE Reflex; Super Ikonta or 35mm cameras. Describe fully and state price. Box 147, % Popular Photography.

CONTAX camera or complete outfit. L. Rednal, 890 Sixth Ave., New York, N. Y.

WANT fine cameras and lenses. Top cash price or trade. Kirby, 1505 So. Ewing, Dallas 16, Texas.

DEEP tanks about 5x12x47 inches. Enamel or steel. With Jacket. Henry Kamphouse, 12-52 12th Street, Fair Lawn, N. Y.

MOVIE EQUIPMENT

WANTED. 16mm printer. Must be A-1 condition. Give full details. J. C. Turner, P. O. Box 245, Freeport, Texas.

DEVELOP your movie film at home, free circular. Atlantic Films, 28 N. Fourth St., Reading, Pa.

REVERE 8mm projector, Model 85 f2.5 lens. First $100.00 check takes it. James K. Van Bibber, P. O. Box 228, Tullahoma, Tenn.

8mm MAGAZINE Movie Camera, 5 speeds, Turret, f2.5 coated lens, all brand new, $89.50. C. P. Seymour, 101 Sherman Ave., New York 34, N. Y.

MOVIE Cameras! 16mm electric, magazine-loading, famous mfrs. With telescopic optical viewfinder, famous-make f3.5 anastigmat lens, battery, coupling cord and automatic release. Value over $200. Complete, ready-to-operate, only $55.00. 100% satisfaction—Money Back Guarantee! Order today! Free booklet. Quality Movie Film: Panchromatic—Weston 32 16mm 50′ magazine $3.25, 100′ $4.50, 50′ $2.40, double 8mm 25′ $2.15; Semi-Ortho—Weston 8 16mm 100′ $2.85, 50′ $1.75, double 8mm 25′ $1.55. Free Processing. Fotoshop, Inc., Room 35, 18 E. 42nd St., New York City, N. Y.

DEVELOPING machine Houston Model K-3A 16mm excellent condition. Frank Pataye, Melrose Camera Shop, 4733 E. 14th St., Oakland, Calif.

USED 16mm sound projectors from $195.00. Write for listings. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

BUY, sell, trade, 16-35mm motion picture equipment for studio, laboratory. New catalogue free to producers. Camera Mart, 70 West 45th St., New York, N. Y.

SOUND for silent projectors: Convert your silent 16mm projector into sound with our guaranteed sound kit. Plays all 16mm sound films. Quickly assembled at home. Special current offer. Send this ad now with $19.95, check or money order, and we will include sound test film, instruction manual and full information on how to use with your radio. Kit includes photocell, exciter lamp, optic, which makes a sound head complete. Or send $1.50 for complete blue prints showing how to make adapter yourself. Apex Video, 12209C Branford St., Roscoe, Calif.

WANTED: 16mm Keystone movie cameras. Model B-1 only. Write or wire collect to: B. Kantor, Room 308, 6007 Euclid Ave., Cleveland, Ohio.

LIKE new Kodak Magazine 16mm f1.9, extra magazines. Hickok Exposure meter, Albert 4x5 printer. Best offer. William Jackson, 87 Hunter St., Ossining, N. Y.

YOU develop it. Get a 33 ft. developing rack, safe light, all chemicals, tray and instructions for $4.20. Fully guaranteed. Free circulars and film samples. Fromader Genera, Davenport 6, Iowa.

MONEY-SAVING values from Conway's Cine Department: Ambol Cine-focus for Bolex, $43.50; Cine-Kodak 16mm Editor Viewer, $23.50; Cine-Kodak 16mm Editor Kit complete in case, $62.50; Cooke 1" f3.5 lens, standard mount, $24.50; 1" f1.8 Cooke lens, standard focusing mount, $74.50; Lumax 1" f1.9 coated lens, focusing mount, $85.17; 40mm Zeiss Biotar f2 lens, "C" mount, $79.50; 3¾" Zeiss Tessar f2.8 lens, "C" mount, $65.00; 3¾" Zeiss Tessar f3.5 lens, "C" mount, $47.50; 2" Cine Tel Apos f3.5 coated lens, $57.25; 1" Cine f1.9 lens, "C" or magazine mount, $81.67; 4" Cooke Tele Kine f4.5 lens, "C" focusing mount, $109.00; 1" Cooke f3.5 lens, "C" focusing mount, $55.00; 1½" Cooke f3.5 lens, "C" focusing mount, $21.10; 9mm Cine f2.7 wide-angle lens for magazine, $43.70; Filmo Sportster f2.5, $105.00; H16, H8, L8 Bolex units on hand; 16mm Appco B&W safety Panchromatic magazine movie film, 1948 dating, $3.50. All prices include excise taxes. Buy with confidence on 10-day trial money back guarantee. Conway Camera Co., 34 N. Clark St., Chicago 2, Illinois.

MOVIE Fans! You can expect courteous service and prompt delivery when dealing with Cinarco! Midwest's most complete stock of movie-making equipment, including Bell & Howell, Revere, Keystone, DeJur, Ampro, Cinklox, Bolex, Universal and Kodak 8-16mm movie cameras and projectors. Sound projectors—Bell & Howell, Ampro, Natco, Victor, Kodascope, Movie-Mite, etc.—immediate delivery. Da-Lite and Radiant projection screens. Write for "Availability Listings." Cinarco Photo Supply, Inc., Davenport, Iowa. "Yours for Better Photography."

MOVIE FILMS
Rented—Sold—Exchanged

EXCHANGES: 8/16mm Silent, $1.00 per reel. Rentals, sales at money-saving rates. Details for dime. Midland, Box 429, Oak Park 5, Ill.

"SURPRISE" assortment 8mm colorful titles! $1 postpaid. LeMoine Films, Nevada, Mo.

JIU Jitsu movies. Free list. Stone, Box 171-D, Canal Sta., New York 13, N. Y.

OWNERS of Home Movie Projectors. Project outstanding home movie production Free. Send postal card immediately. Movies, Hamilton 9, Ohio.

GUARANTEED film, Weston 50! (50 ft.) 16mm $1.74. 25 ft. (88) $1.45. Free processing! MK Photo, 451 Continental, Detroit 14, Mich.

8-16mm FILMS. Sales, low rental rates. Large list, kodachrome sample, dime. Warrington Films, 1418 Knecht Ave., Halethorpe 27, Md.

SOUND films, unusual subjects, special discounts. Eastern Film Supply Co., 2B Westminster Rd., Baldwin, N. Y.

2 GREAT movie films: "Belles of the South Seas," "Bali," an exotic film of tropical paradise, lovely maidens, slim graceful bodies, weave strange dance patterns, 16mm complete $8.75, 8mm $5.50. Postage paid, no C.O.D.'s. Send for Deluxe catalogue over 100 subjects 10c. Colonial Modeling Studios, 249 Fitch St., N. Y.

AWE inspiring, gigantic struggle for life. "Cobra vs. Mongoose." 16mm complete, $7.50, 8mm complete, $4.50. Sherwood Pictures, the "House of Hits," 789 St. Marks Ave., Brooklyn 13, N. Y.

8MM-16MM Films. Equipment. Bargains! Towers, 935 North Fortieth, Philadelphia 4, Pa.

8MM-16MM Films, equipment. Send stamp for list. Elizabethport Photo Supply, 106 Franklin Street, Elizabeth, N. J.

TERRIFIC savings: Home movie films. Odel's, 138 Tehama, Brooklyn 18, N. Y.

COLOR Shorts, 16mm only. 100′ Kodachrome, $15.00. Write for list. Wurtele Films, Box 504, Orlando, Florida.

SOMETHING new! Send postal for Film-A-Month exchange plans. 8-16mm Exchange, 21126 Greenview, Detroit 19, Mich., Dept. Y.

UNIQUE Novelty Movies (8mm-16mm). Sports, Musicals, Nite Club Acts, Thrillers, Beautiful Models, Finest Reel Entertainment. Color slides, photos. Catalog with refund coupon 25c. Jack Proctor Co., Box 161, Boston (Melrose 76), Mass.

GUARANTEED fresh anti-halo outdoor movie film! Weston 12! Daylight loading! Processing free. Three spools double 8mm, $3.45! Six single 8mm for Univex, $4.60; Postpaid! Catalog. ESO-S 828-H West 39th, Kansas City 2, Mo.

MOVIE Film at Tremendous Savings! Kodak Super X, Weston 32, Government stock. Tested—unconditionally guaranteed. 16mm—100 ft., $1.95; 50 ft., 98c; 50 ft. Magazine, $1.35. Double 8mm—25 ft., 75c. Processing extra—50 ft., 75c; 100 ft., $1.00; 25 ft., 8mm, 75c. Fast Service! Photo Surplus Sales, Box A-3, 12 Duane St., New York 23, N. Y.

MOVIES. Over 200 names where to obtain free, silent, sound, color films. Motion Picture Educational Society, 1308 Connecticut Ave., Washington 6, D. C.

SURPLUS! 16mm Super X Magazines $1.19 each postpaid. Processing not included. Melrose Camera Shop, 4733 E. 14th St., Oakland, Calif.

ATLANTIC 8 and 16 mm movie film sold with or without machine-processing service. Free circular. Atlantic Films, 28 N. Fourth St., Reading, Pa.

FREE: Over 1000 home movies, silent, sound, color; available from 196 sources, free to our members. Details and bargain photography catalog 10c. Hobbyguild, 34PH West 33rd, New York, N. Y.

ART Films: 50′ 8mm, $3.49; 100′ 16mm, $5.50; 100′ 16mm sound, $6.75. Send for catalog. 16mm Viewer with 50 art poses, $1.10—100 extra poses, $1.10. Both for $2.00 postpaid. Bruno Kit with six 120 Art Negatives, $2.98. 35mm Kodachrome Art Slides, 3 for $1.00—latest releases. Fresh Ansco 20 exposure 35mm Color Film, 3 rolls for $4.50. Please include approximate postage. Gamerman's, 3816 Eastern Avenue, Baltimore 24, Maryland.

DEALERS and Wholesale Users: Fresh Ansco 16mm 100′ movie film—black and white, $5.25; color, $7.00—minimum order six rolls. Gamerman's, 3816 Eastern Avenue, Baltimore 24, Maryland.

CANADIANS, save on 8 and 16mm film. 24-hour processing. Write for prices. Pacific Film Supply, 3009 West Broadway, Vancouver, B. C.

SEND for free bargain catalog on 8mm, 16mm, sound and specialty movies. Tremendous discounts on cameras, projectors, and equipment. World Wide Camera Service, 200 West 34th St., Suite 1606, N. Y., N. Y.

WRITE us for our latest catalog, listing many bargains on home movies, cameras, projectors, etc. Flatbush Camera Center, 66 Westminster Road, Brooklyn 18, New York.

PHOTO FINISHING

DISCRIMINATING photographers attention! Photographs painted in heavy or transparent oils. Price lists available. C. Edwards, 9302 N.W. 2nd Place, Miami 38, Fla.

OIL coloring by professional, 8x10, $2.00; smaller $1.50. Extra heads $.50. Enlargements. Miniatures. Rates to studios. N. H. Brown, 2915 Jerome, Dallas 10, Texas.

BLOW-UPS. Giant enlargements made from your negatives or prints. 30"x40" $6.50; 40"x60" $10.00. Write for detailed price list. Elgin Smith Studio, 1625 Grand Ave., Kansas City 8, Missouri.

EXPERT portrait coloring. Rapid service. Price per person 50c if clothing is solid color, 75c detail work on clothing. Small orders welcome. Prepayment or C.O.D. Barbara Doncsecs, P. O. Box 680, Bethlehem, Pa.

RETOUCHING portrait negatives by expert. Mail service. Ida Porten, 630 So. Berendo, Los Angeles 5, Calif.

ENLARGEMENTS that please. Expert workmanship. 5x7, 25c; 8x10, 35c; 11x14, 90c. Write for price list. Crumley's Photo Place, 1637 42nd St., Birmingham 8, Ala.

PHOTOGRAPHS—Negatives retouched. Copying, enlarging, oil coloring. Price list. K. Gordon, 404 E. Melbourne Ave., Silver Spring, Md.

NATURAL Color Prints, from any size transparency. 3¼x4¼, 65c; 5x7, $2.00; 8x10, $3.00. Color Studios, 1126 10th, Des Moines 14, Iowa.

8 PRINTS all enlarged to nearly postcard size from your roll or negatives 25c; 16—50c. (Trial offer.) Willard Studios. Box 3536-M, Cleveland, Ohio.

EXPERT retouching. Fast mail service. R. Daly, Box 91, Ansonia Station, New York 23, N. Y.

INTRODUCTORY offer. Mounted salon enlargements. As per instructions. 8x10, $2.00; 11x14, $2.75. Salon Print Service, 1826 S. Kedzie Ave., Chicago 23, Ill.

NEGATIVE retouching, etching, prices on request. K. Gordon, 404 E. Melbourne Ave., Silver Spring, Maryland.

DOUBLE size prints from 8X roll, 30c. Reprints, 3c. Thrifty Films, Box 688, Station H, Los Angeles 44, Calif.

BEAUTIFULLY made enlargements 4x6—20c, 5x7—25c, 8x10—40c, 11x14—75c, 8x10 Etchcraft Panel, 60c, 11x14 Etchcraft Panel, 95c. Satisfaction guaranteed. Projection Specialty Co., Box 690, Stamford, Conn.

COLOR Prints and Enlargements. Made from any positive color transparency. ½-35mm. to 8x10. Prompt service. 2¼x3¼ unmounted, 60c; 3x4 in folder, 80c; 4x5 in folder, $1.50; 5x7 in folder, $2.75; 8x10 in folder, $5.00. Outstanding quality from experienced craftsmen's individual attention to every print. Leave transparencies with your local Color Craft agent, or if none, mail directly to: Color Craft, Inc., 2651 Connecticut Ave., Washington 6, D. C.

SPECIAL—50 reprints $1.00. Suburban Studio, 1410-P Bond, Rockford, Ill.

COLOR contact prints from professional Kodachrome, Ansco Color, or Ektachrome. 2¼x3¼, 2 for $1.00; 4x5, $1.00; 5x7, $2.00. Ansco Color and Ektachrome processing. 3-day service. Minimum order, $1.00. Courtesy to dealers. Andrews Color Laboratories, 2891 University Ave., San Diego, Calif.

QUALITY Enlargements. 5x7, 10c; 8x10, 25c. Oil coloring, 50c. National Film Service, 3111 West Tuscarawas St., Canton 3, Ohio.

ENLARGEMENTS of your prized negatives. 5x7, 25c; 8x10, 50c. Beautifully oil colored, 75c additional. Copy a treasured picture, 50c. Finishing 6 or 8 exposure roll, 30c. Additional prints, 4c each. Ace Photo Studios, P. O. Box 5366, Cleveland 1, Ohio.

ANSCO color roll film developed & one color contact print of each, 8 exposures, $4.50; 12 exposures, $6.25; Reprints, 50c each. B-2 & 35mm slides enlarged 2X, 60c. 3X, 85c. Mounted $1.00. 5X, $2.00. 3 day service. Minimum order, $1.00. Courtesy to dealers. Andrews Color Laboratory, 2891 University Ave., San Diego 4, Calif.

ENLARGEMENTS, excellent quality, double weight paper 5x7, 25c; 8x10, 50c; 11x14, $1.00. Austins Darkroom, Church St. Station, Box 873, New York 8, N. Y.

DOUBLEWEIGHT, precision enlargements from your negatives, 35mm to 4x5, 5x7, 50c; 8x10, 75c. Please remit with order. Beautiful Flemish-toned (brown) enlargements upon request, at additional charge. Write for prices. Albert Mason Eaton, P. O. Box 982, Sacramento 5, Calif.

ANSCO and Ektachrome custom processing for those desiring no machine production. Each order individually developed, 24 hour service. 6 sheets, $2.00. $1.00 for roll film, 35mm not mounted. Include return postage. Axel Bahnsen, F.R.P.S., A.P.S.A., 117 Glen St., Yellow Springs, Ohio.

$2,000.00 INVESTORS in 35mm equipment who desire a service commensurate with their ability and cameras. Ultra fine grain developing; each negative carefully composed and dodged for quality; enlarged to 8x10, D.W. Rolls only accepted accompanied with $35.00. The ultimate in service for a discriminating few. Axel Bahnsen, F.R.P.S., A.P.S.A. 117 Glen Street, Yellow Springs, Ohio.

ENLARGEMENTS: Excellent results. 5x7, 25c; 8x10, 50c; 11x14, $1.00. Negatives only. Minimum order $1.00. Please remit with order. Alsop Photos, Box 201, Flatbush Station, Brooklyn 26, N. Y.

ENLARGEMENTS: 5x7, 25c; 8x10, 50c. Cantab Photo Lab., Box 348, Cambridge 39, Mass.

TRY our negative retouching for better success. Our service includes etching, opaquing and new coccine. Romnay Studio, 9 East Avenue, Rochester 4, N. Y.

ENLARGEMENTS, excellent quality, double weight paper. 5x7, 25c; 8x10, 50c; 11x14, $1.00. Austins Darkroom, Church St. Station, Box 873, New York 8, N. Y.

PROFESSIONAL Retouching Studio. Expert Retouching; 24-hour service. Work guaranteed. Box 4725, Atlanta, Georgia.

EKTACHROME to 4 by 5 expertly processed. 25c per sheet. Goshen Color Laboratories, Box 564, Goshen, Ind.

PLEASING color prints from any size transparency. 2¼"x3¼", 50c; 3¼"x4¼", 85c; 4"x5", $1.50; 5"x7", $2.50. Prompt service. Enclose check or money order. Crown Color, Rockville Centre, New York.

GIGANTIC enlargements and murals from any size negative. 20x30, $4.50; 30x40, $7.50; 40x60, $10.50. Please remit with order. Metro Mural Service, 17 East 42nd St., New York 17, N. Y.

PROMPT Enlarging Service. Doubleweight 8x10, 50c; 3 from same negative $1.00. Cliff Kelley, 81 Perkins Street, Brockton 21, Mass.

UNUSUAL Bargain! Gorgeous 5x7 natural full color enlargements, handsomely mounted, from your transparencies, by Dye Transfer—only $4.75! Duplicate prints, $2.50! Highest quality professional work! H. Kuhn, 80-64—212th Street, Queens Village 8, New York.

PROFESSIONAL enlargements, 5x7 25c; 8x10 50c. Send for price list and free enlargement offer. Willis Photos, Box 301, Mt. Vernon, N. Y.

NEGATIVE retouching that beautifies. Professional quality. 70c per negative. J. Ervin, 409 S. Adams, Arlington, Va.

PHOTO SUPPLIES

PHOTO mounts. Variety folder and easel types. All sizes. Beautiful wedding and baby albums. Salon mats. Wood and metal frames. Write for $2 photomount assortment. Joseph Robin, 262 West 22nd St., New York 11, N. Y.

CONTACT paper 10x10 single weight No. 2. Government surplus, guaranteed good or money refunded. $2.00 per gross. Mid-West Photo, 3824 W. Florissant, St. Louis 7, Mo.

STUDIOS, photographers, save 30% on paper. Send for catalog and samples. P. O. Box 103, Malden, Mass.

ARMY Surplus Developer, Medium Contrast 4½ gal. cans, 12 cans per case (54 gals.) $12.00 plus postage, C.O.D. Selling out. Sports Pictures, 1011 So. Los Angeles St., Los Angeles, Calif.

LIGHT-TIGHT Changing Bags. Large enough for handling up to 8x10 films. A fortunate purchase from surplus enables us to offer them at only $5.95 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

HIGH Class Metal Frames, in silver or gold finish, vertical or horizontal, for miniature size, 5x7 size and 8x10 size Photos, $12.00 per dozen F.O.B. Baltimore. Doubles, $2.60 each; Triples $3.90 each. Plastic Easel Frames, for 5x7 Photo, $5.75 per dozen; for 8x10, $10.00 dozen. Largest stocks, also of leatherette, glass and wooden frames. Lowest prices. Immediate delivery. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md.

ATTENTION!! Amateur-professional photographers. Hard to get guaranteed original unretouched negatives from Hollywood's Art Center of Hollywood's "Top" Models. 2¼x3¼—$1.50 or 4 for $5.00. 4x5's—$2.00 or 3 for $5.00. Gorgeous Color transparencies $4.50 each or 3 for $11.50. Our customers are well pleased. Ernest Edwards, Inc., P.O. Box 1987, Hollywood 28, Calif.

WEDDING—Baby Albums enhance photographs. Free literature. Aabalton's, 131 W. 42nd St., New York 18, N. Y.

GRAPHIC type metal reinforced double cut film holder: 2¼x3¼—3¼x4¼, $4.08; 4x5, $4.21; 5x7, $4.40; 10% discount lots of six. Pako 26" Liberty Matte Dryer (New Surplus) $165. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

DEALERS and Wholesale Users: Fresh Ansco 16mm 100' movie film—black and white, $5.25; color, $7.00; minimum order, six rolls. 8x10 Wedding Albums, sample shipped anywhere in U.S., $2.25 postpaid. Heavy Kraft negative envelopes, 4x5, $4.00M; 5x7, $5.00M. War Surplus Eastman Hype, D-76, DK-20, 45% off. FOB Baltimore. Gamerman's, 3816 Eastern Ave., Baltimore 24, Md.

FOR Sale: cut film in all sizes by the box or in case lots. Send for price list. Sid Glanzer, Huron, So. Dak.

MINOX Film. High Speed. 100 Weston. 400 exposures. 8 cassettes for $1.10 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

ENLARGING Paper Special—from Government surplus. 4¼"x825 feet. Outdated but guaranteed. Enough for almost 2000 4x5 enlargements. Single weight, velvet surface. Special $2.00 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

INFRA Red Film, for pictures Out of This World. Don't miss this chance to make pictures that are different. Although outdated, this film has been tested and successfully used by photographers all over the country. Delta Photo Supply, 690-F Third Ave., New York City, N. Y.

4x5 INFRA Red cut film. 2 dozen for $1.49. 35mm 100' lengths, $1.98. 35mm 36 exposure cartridges, 3 for $2.50. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

GENUINE Redwood Frames: 5 x 7, 7 x 9, 8 x 10. Hand-rubbed wax finish. Sold far below actual cost, any size at 3 for $1.00 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

CHROMIUM Ferrotype tins. Used but in perfect condition, from government surplus, 14x17—far, far below present prices—buy several at this low price, $1.50 each. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

CONTACT Printing Paper. 35mm 250 feet, hermetically sealed in airtight cans, outdated but guaranteed. From surplus. 2 for $3.00 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

KODAK Automatic Tray Siphons. Brand new, from surplus, original Eastman packaging. Regularly $5.95, our special price $4.25 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

GRAFLEX 4 x 5 magazines, new improved type. Brand new, in original packaging, from surplus. Unlimited quantity. Our price $23.30 postpaid. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

GRAFLEX Backs 4x5. Convert your camera to a Graflex type and use standard Graflex holders, adapters and film magazines. Specially priced from surplus. Brand new. $11.75. Focusing Panel, $7.50. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

35mm FILM from Surplus. Your choice of emulsions, all tropical packing. Outdated, but fully guaranteed. Eastman, Ansco, Dupont. 100', $1.98; 200' $3.75; 400', $6.75; 1000' $16.75. Include postage. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

16mm MAGAZINES, from government surplus. For Kodak, Bell & Howell, GSAP, Lektro and similar cameras. Load your own film into these magazines, easily and simply and Save Money. As many as you want, only $1.00 each. Also, loaded with 50' 16mm Negative film, $1.49 each. 50' Negative film on cores, ready for loading into the empty magazines, 50 Weston, without processing, $.75 each, 12 for $7.50. Rush your order now in time for the summer shooting season. Delta Photo Supply, 690-F Third Ave., New York, N. Y.

100 DOUBLE frame mounts $1.50. Stewart, Drawer 209, Englewood, Colorado.

35mm POSITIVE film, safety base, ideal for positive transparencies, copying, etc. Specially priced at $1.35 per 100' roll. Delta Photo Supply Co., 690-F Third St., New York, N. Y.

4x5 DIRECT Copy Film, Again Available. Saves one complete step in making duplicate negatives or positives. Our price per 2 dozen packages, $1.49 (also available in 5x7, 2 dozen packages, $2.25). Delta Photo Supply Co., 690-F Third St., New York, N. Y.

KODACHROME Professional Cut Film, 5x7, outdated, Type B for artificial light. Specially priced for clearance, $1.95 per roll of 6 sheets. Delta Photo Supply Co., 690-F Third St., New York, N. Y.

35mm FINOPAN, extra fine grain film. 55' lengths, notched and edge numbered, outdated, but guaranteed. Special price, $1.25 each, 3 for $3.50. Delta Photo Supply Co., 690-F Third St., New York, N. Y.

WRIST watch for the photographer. Sweep second hand. Radium dial marked off in ⅕ seconds. Swiss made. $9.97 prepaid. Roger Gift Shop, 31-14 Broadway, L. I. C. 2, N. Y.

ATTENTION!! Professional and Amateur Photographers! Don't be fooled by similar ads!! We are the Originators and are still supplying the trade with the very Finest in Original, unretouched, hard-to-get cut-film Negatives of Hollywood's Top Models and Cover Girls from Hollywood's Art Center. Prompt Service!! Satisfaction Guaranteed!! Order Today! 4x5 or 2¼x3¼ now one price, 4 for $5.00. Sample Neg., $1.25. Prints (4x5), 4 for $1.00; (5x7), 2 for $1.00. No Dupes! No Copies! All Different! "The Original Hollywood Photo Shop," Box 2909, Hollywood 28, Calif.

BUILD an electric print dryer. Materials inexpensive. Detail plans, 25 cents coin. Clearplan Company, 11744 Montana Ave., Los Angeles, Calif.

FILM Pack Adaptors 2¼x3¼ $3.95, shipped prepaid. Cash with order. Inquire for details. C. L. Robbins 1530 Spence St., Los Angeles 23, Calif.

INSTRUCTION

WHAT'S Wrong With Your Pictures? Let experts tell you. Mail 12 prints for examination, written analysis. 60c plus return postage. 1215 Stock Exchange Bldg., Philadelphia 2, Pa.

EX G. I.'s or civilians. Learn Photography. 9 months' general—3 months' special. Equipped for color. Write Cline School of Photography, 729 Cherry St., Chattanooga, Tenn.

PRIVATE instruction in portraiture, negative retouching, airbrush work in black & white, color. Write Eugene Hogan, 77 W. 46th St., New York City.

OIL coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 1315 Michigan, Dept. 2251, Chicago 5, Ill.

PHOTOGRAPHY for pleasure or profit. Learn at home. Practical basic training. Long established school. Write for booklet. American School of Photography, 1315 Michigan, Dept. 2251, Chicago 5, Ill.

VETERANS, complete your photographic training in approved Texas school. Everything furnished. Excellent facilities; graduate instructors. Courses for civilian students. Write for details. Southwest Photo-Arts Institute, 2010 N. Lamar, Dallas 1, Texas.

NOW Available. Special Post-Graduate Courses in Photography. Complete your photographic training under Master Teachers in the Southwest's leading professional school. Civilians, write for folder C-1. Veterans, write for folder V-2. Southwest Photo-Arts Institute, 1709 Forest Ave., Dallas 15, Texas.

CORRESPONDENCE courses and self-instruction books slightly used. Sold, rented, exchanged. All subjects. Satisfaction guaranteed. Cash paid for used courses. Complete information and 100-page illustrated bargain catalog free! Write Nelson Co., Dept. 30, Chicago 5, Ill.

INCOME in professional photography—spare time, full time. Tested methods, results Now. Write for details—see what other students say! Bunnell Studio School, Box 1066, Richmond, Calif.

PROFESSIONAL Photography—Fundamental and Advanced. Select Approved G.I. Training; Civilians. University School of Photography, 6810 Snider Plaza, Dallas 5, Texas.

PHOTOGRAPHY, Commercial Art, and other professional courses. Approved training, G.I. Bill. Southwestern Institute of Arts, 657 Jordan Street, Shreveport, La.

GLAMOUR Portraiture—Amateurs! Take professional Glamour shots at home with simple equipment! Instructions include posing, lighting, processing, etc. Send $1.00 for "Glamour Portraiture" to J. L. King, 3413 Van Buren, El Paso, Texas.

TRICKS, Tips and Ideas for creating clever, distinctive Christmas Photo-Cards. Start planning now! Complete, illustrated, instruction folio, $1.00 (bill). PicTrix, 1215 Rosedale Drive, Dayton 7, Ohio.

SITUATIONS WANTED

CERTIFIED M. P. I. Graduate seeks position as cameramen or assistant. G. A. Maser, R. D. 1, Cooperstown, New York.

HELP WANTED

FREE-LANCE and Part-Time photographers in all states. Leading to guaranteed assignments. Excellent opportunity for college and high school students looking for a future. All replies answered. Write Wirephoto, Suite M-217, Delaware Trust Bldg., Wilmington, Delaware.

CAN You Sell? Unusual opportunity with leading distributor. Full line photo supplies. Western territory. Satisfactory drawing account against increasing commission basis. Please give full details, experience, technical schooling, compensation. Replies held confidential. Our employees know of this ad. Box 144, % Popular Photography.

SWAP

REVERE Cameras, new, Model 88 $77.50, Model 99 $110.00. Projectors Model 85, $120.00. Federal enlargers Model 312 $53.00, Model 315, $89.50, Model 450, $112.50. Leica IIIc Summitar f2 like new, $325.00. Will trade for cameras, guns, diamonds. Lytle's, 103 West Main, Enid, Okla.

SHORTHAND Stenotype machine, texts. Like new. For photographic equipment or ? S. R. Cratis, 21 Normandy St., Boston 21, Mass.

CAMERA REPAIRS

LENSES, Camera, binocular, etc. duplicated, resurfaced and re-cemented. Prompt service. Workmanship guaranteed. Send lenses for estimates. Gould Lens Service, 26 Franklin Ave., Binghamton, N. Y.

CAMERA Repairs. Precision work on foreign & domestic cameras, front and curtain shutters, rangefinders. Estimates. Trautwein & Magnus Camera Repair Shop. 42 John St., New York 7, N. Y.

EXAKTA specialist. Work guaranteed. Estimates given. Send insured to Williams Repair Service, P.O. Box 184, Vancouver, Wash.

ALL make cameras expertly repaired. Accessories installed to factory specifications. Compur, Focal Plane shutters and Aerial Cameras repaired by factory trained mechanic. Graflex, Eastman and Ansco Repair Parts Dealer. Harold C. Levie, 108 W. Fayette St., Baltimore 1, Md.

AMICO Camera Company, repairs cameras—makes and installs bellows to order. Individual orders. Wholesalers, write in for particulars on quantitative orders. Foreign dealers—contact us for services. Amico Camera Co., 131 Genesee St., Utica 2, N. Y.

48 HOUR camera repair service. Kodaks, Leicas, Bellows, everything. Work guaranteed. "You send it, we fix it." The Mills Photographic Engineering Laboratory, 1857 North Western Ave., Hollywood 27, Calif.

GUARANTEED repairing for the discriminating photographer. Factory trained specialist on Korelle and Foth cameras. Synchronizers built into Korelles, Contaxes, and Leicas. B&V Camera Repair Service, 22 E. Van Buren, Chicago 4, Illinois.

A COMPLETE camera repair service for the Southeast. Specializing in Graphic and Graflex cameras. Price list available to dealers. Jacksons' Camera Store, 132 S. Miami Ave., Miami 36, Fla.

CAMERA and binocular repairs. Foreign and domestic makes. No Japanese. Official Kalart service station, complete line Eastman, Ansco, Graphic bellows and parts. Heiland flash guns. We offer special Leica flash synchronizer quick service. Estimates given immediately. Lenses for coating accepted. Discounts, price list to dealers only. MacCollister and Campbell, 437 Balboa St., San Francisco 18, Calif.

BELLOWS installed, 127—$3.00, 120—$3.75, 116—$4.00, guaranteed 5 years. Every size in stock. Estimates given. Terms to trade, 24 hr. service. Complete repairs on all domestic, foreign cameras and shutters All types flash and rangefinders installed and synched. Camera Repair Service of San Diego, 454 Spreckels Bldg., San Diego 1, Calif.

CAMERAS Repaired. Specialists on Robot, Contax, Leica, Rolleiflex, Focal Plane type, Press, Foreign and Domestic. Send insured to: Midtown Optical & Camera Service Co., 101 West 47th St., New York 19, N. Y.

BELLOWS Custom made for any camera or enlarger. Ten day service on all standard and foreign equipment. From $3.50 (127 size). For prompt, courteous service send cameras to Colorado Bellows Service, 1513 Tremont Pl., Denver, 2, Colo. Your inquiries are invited regarding professional bellows replacement.

ALL makes photo-electric exposure meters repaired. Estimate on receipt of meter if requested. Adair & Rhamstine, 314 Beaubien St., Detroit 26, Michigan.

EXPOSURE meters repaired and accurately adjusted (all makes). Parts for old and new models. Please send meter when requesting estimate. Consolidated Instrument Lab., 976 St. Paul St., Denver 6, Colo.

PRECISION repairs on all foreign and domestic cameras. Focusing and lens mounts made. Bellows made and installed. Quantity orders accommodated. Roll film adapters for 6x9 and 9x12cm film pack cameras. Techni-Service Co., 146 East 44th St., New York 17, N. Y.

FLASH Enthusiasts Attention! No longer need you burden your Compur-Rapid Shutter cameras with external synchronizers! We will custom build internal synchronization into any Compur or Compur-Rapid shutter, thus making your camera the equal of any postwar model. Write for details to: Compro-Flash, Box 3088, Rochester 14, N. Y.

FOREIGN & Domestic Bellows, 127 to 116, $3.50. Any size portrait or enlarger Bellows, estimate free. One Wk. service on small & two Wks. on large Bellows. Domestic Shutter repairing. Agency Accepted. Presto Camera Repair, 130 Ferguson Rd., Dallas 10, Texas. T. I. Hodges, Owner.

MISCELLANEOUS

BARGAINS: Portrait Albums 14x11 white, vertical 12 mounts $2.50. Baby book 9x6 100 pages $1.50 (refundable). Aabalton's, 131 West 42nd St., New York 18, N. Y.

IF An Inventor believes he has an invention, a search of the most pertinent prior U. S. Patents should be made and a report obtained relative to its patentability. Write for further particulars as to patent protection and procedure and "Invention Record" form at once. No obligation. McMorrow, Berman & Davidson, Registered Patent Attorneys, 244-C Victor Bldg., Washington 1, D. C.

BE renewal headquarters for all magazines. Christmas gift sales starting now. Big profits. No experience. No capital needed. Free catalog tells how. Write: McGregor Magazine Agency, Dept. PP-2, Mount Morris, Ill.

100% PROFIT or more. No investment. Handle top quality Foto Stamps. Amazing, glossy photographs in gummed-back stamp form. Steady business year round. Free samples and particulars. American Foto Stamp Co., 103 E. 125th St., (Dept. 203), New York 35, N. Y.

MAKE your own Polaroid Filter. Series V, $1.25, Series VI, $1.50. Complete kit includes Polaroid, glass circles, adapter ring with retainer mounting media and instructions. Paramount Products, 67-25 Juno St., Forest Hills, N. Y.

EXCHANGE photographs with members throughout world. Portfolio, criticism service. Membership 1 dollar per year. Tui Exchange Club, Box 96, Symonds St., Auckland, New Zealand.

IDENTIFICATION card for free-lance photographers. 25c. B&W, Box 1013, Joliet, Ill.

PHOTOS, Color Slides, Glamour, Art, Scenics, etc. Sample photo 35c, four $1.00 list. Novelty Supply, 1227 E. Van Buren, Phoenix, Arizona. Dept. A.

NEW, unique Photo Greetings, Calendars! Samples 10c. Two Marful direct positive cameras with prisms, booths. Cheap. F. Frey, 227 Main, LaCrosse, Wis.

SONGWRITERS Investigate Outstanding Service. Song Poems, Melodies. Publishers list free. Song Productions, Dept. K., 113 W. 48th St., New York 19, N. Y.

ARTISTS—Amateur photogs. Negatives, 2¼x3¼ only, 6 for $5.00. Sample, $1.00. You will be pleased. Box 125, Omaha, Neb.

AGFACOLOR (German) 35mm processed, $2 per roll. Flaherty, Box 17, Springfield Gardens 13, N. Y.

MAGAZINES—Business, Vocational, Diversion. Current single copies. Choice over 850 periodicals. All fields. Free price list. Commercial Engraving Publishing Co., 34D North Ritter, Indianapolis 19, Ind.

ART Negatives. Why buy when we supply at fraction of cost. Rental plan, 8 negatives, 7 days, $2. Specimen prints 25c each. Postal Service only. Miller, 6815-A Willoughby, Hollywood 38, Calif.

McKEON'S "Bromide Toner." Simple, single solution; tones all bromide papers. 8 oz., $1.00—makes 2 gallon. Guaranteed. Sulphur Products Co., Inc., Greensburg 10, Pa.

KODACHROME slides of Munich and Bavaria. Also, butterflies. Free catalog. Allen's Studio, 2715 Beverly, Gary, Indiana.

CONSERVATIVE oil paintings made from photographs, Kodachromes or life, miniatures a specialty. G. V. Tiemann, Artist, 2047 Bissell St., Chicago 14, Illinois.

STUDIO Photographic Backgrounds, Black & White or Color. Any size, prices 30c to 55c per square foot. Send for catalogue. Colonial Studios, 249 Fitch St., Syracuse 4, N. Y.

CHRISTMAS card agents! New, exclusive, patented children's linenette books. Four books in attractive packet retails 50c. Sample on approval. Also cut-out valentine assortment. Elmcraft Card Co., 5928 South Western, Chicago 36, Ill.

INVENTORS: Test the commercial value of your patented or unpatented inventions, quickly and inexpensively. Write for free information. Institute of American Inventors, Dept. 118, 1926 Eye St., N.W., Washington 6, D. C.

ALASKA Kodachrome slides, three for dollar. Trebor, Moose Pass, Alaska.

SCENIC Samoa. Fifteen glossy 3¼x4¼ prints. One dollar. Roy A. Oakley, Route One, Gallatin, Tenn.

HAVE you a camera? Improve your hobby of photography and learn how to make better pictures. Write today for our latest book catalog and sample copy of American Photography, containing articles and pictures by the world's foremost writers and photographers. Camera House, 602, 353 Newbury St., Boston 15, Mass.

MAGAZINES (back dated) foreign, domestic, arts. Books, Booklets, subscriptions, pin-ups, etc. Catalogs 10c (refunded). Cicerone's, 863 First Ave., New York 17, N. Y.

2x2 SLIDES from any size negative 15c, unmounted 10c. Duane Stebbins, Box 62, Agawam, Mass.

PHOTOGRAPHERS, your name cleverly drawn in cartoon 8x10, $1.00. Scott's Studio, Somerville, Tennessee.

BEAUTIFUL fashion, artists' and photographers' models, as photographed in our studios. Glamorous, poised, attractive. Each one highlighted by our experts. Mounted in loose leaf folder book. Sent to reputable amateur, professional artists and photographers. Mail $1.50 with order. Colonial Modeling Studios, 249 Fitch St., Syracuse 4, N. Y.

BEAUTIFUL Kodachrome Slide and lists, 25c. Slide Supply Service, 3111 W Tuscarawas, Canton 2, Ohio.

ANSCO Color Slides. Hundreds of new and beautiful Art subjects, Scenics, etc. Sample and List, 30c. Pacific Color Slide Co., P. O. Box 305, W. Los Angeles 25, Calif.

COLOR Slides: Travel, Nature, etc. List and sample, 30c. Kelly Choda, % General Delivery, Los Alamos, New Mexico.

KODACHROME slides of Monterey Peninsula, California Missions, Redwood trees, San Francisco, Lake Arrowhead, Grand Canyon, Rose Parade. Free list, 200 subjects. Wm. L. Morgan, P. O. Box 174, Monterey, Calif.

DISTRIBUTORS wanted for unusual $2.98 photographic product. Up to 200% profit! Write for details. Levine's, 15-ZD, Boulevard Station, New York 59, N. Y.

WANTED: Photographic oil color work, studio prints preferred. Ruth Babcock, North Loup, Nebr.

16mm COLOR Titles: Send for our descriptive folder and complete list of stock titles in a choice of backgrounds. Industrial Research Films, Titling Division, 1528 N. Las Palmas, Hollywood, Calif.

FOR Sale. Portrait & commercial studio. Sales Dept. Population 8,000. No competition. Excellent opportunity. Price $2,250.00. Complete for quick sale. Inquire Dansville Photo Service, 213 Main St., Dansville, N. Y.

SOUND on home movies. Expert titling and editing. Write Sound Vue, Inc., 101 W. 13th St., Wilmington, Dela.

LET us do your shopping for anything photographic. We can save you money. Send requirements for prices. Arkay Buyers' Service, 2575 Eighth Ave., New York 30, N. Y.

COLORSLIDE Club: Monthly album of 12 slides with story, $3.50. $1.00 for three sample slides. Free information. Longstreet Photo, Box 3003, Hollywood 28, Calif.

WANTED: Will pay $1 each for good negatives of winter landscapes and churches in snow. Send return postage with negative. Negatives not purchased will be returned immediately. Barnes, 2821 McKinney, Dallas, Texas.

ART Calendars. Monthly, with actual photographs of beautiful models, 35c. Sher-Art Studios, 406 S. Sheridan Ave., Indianapolis, Indiana.

SOFT-O-SHARP enlarging aid for crisp diffusion. Send $1.00 to Willi Sar, 22 Atwood St., Wellesley, Mass.

CAPTIONS, professional style, written and attached to your salable pictures 50c each, minimum order $1.00. Photocraft, 22 Atwood St., Wellesley, Mass.

NOTICE!

In replying to Box Numbers, be sure to address letters to

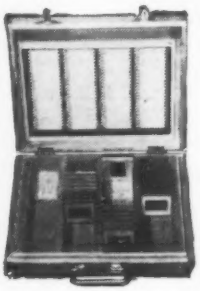
POPULAR PHOTOGRAPHY

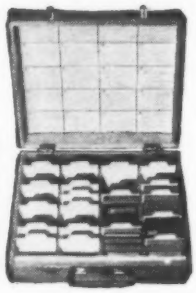
185 N. Wabash Ave., Chicago 1, Ill.

Note! This does not apply to Box Numbers where City and State are shown.

AGAIN AVAILABLE

"DE LUXE" **"MASTER"**





- For 100 Mounted Slides or 200 Ready Mounts
- Numbered Slots for Easy Identification of Slides
- Ideal for Individual Filing

Solid Walnut, $5.45
Quartered Sycamore, $4.45

- For 650 Ready Mounts or 250 Glass Slides
- Permits Filing by Subjects—Movable Subject Tabs
- Ideal for Use with Ready Mount Changer

Solid Walnut, $5.45
Quartered Sycamore, $4.45

These Slide Files are beautiful in appearance, distinctively designed, and practical in use. Other features include: Removable Index, Flange-fashioned for Dust-proofing, and Brass Plated Accessories consisting of Handle and Catches. Because these Files quickly acclimate themselves to the temperature in which they are placed, condensation will never form on the inside. For this reason these Chests make ideal Files for Film. At your dealer or, if unobtainable, mail order P.P. prepaid, Dept. P.

Files also available for negatives, movie films, and 2¼ x 2¼, 3¼ x 4 Slides. Write for catalogue.

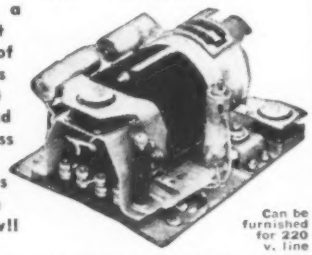
THE NEGA-FILE COMPANY
EASTON, PENNA.

AUTOMATIC VOLTAGE REGULATOR

Designed for Photographic Equipment

(Enlargers, printers, flood control, color work, etc.)

Maintains a Constant Voltage of 110 Volts into 500 watt load Regardless of Line Variations Between 115v-130v!!



Can be furnished for 220 v. line

USES THE FAMOUS AIRCRAFT TYPE CARBON PILE SOLENOID SYSTEM

CAN BE MOUNTED ANYWHERE

OPERATES ON EITHER AC OR DC

COMPLETE AND READY FOR USE

$14.95

FOB—New York

20% or full amount with order

ELECTRONIC PHOTO DEVICES, Inc.

63 DEY STREET, NEW YORK 7, N. Y.

CAMERA REPAIRS

All Types of Still and Motion Picture Cameras Expertly Repaired.

FAST—EFFICIENT—GUARANTEED SERVICE

Specialists on Leicas, Contaxes, Reflex, Korelles, Exactas, and Rolleiflexes

Estimate Sent Out Immediately Upon Receipt of Your Equipment.

CAMERA SERVICES, INC.

51 Barclay St., Dept. PP, New York 7, N.Y.

INDEX OF *Advertisers*

SEPT. 1947

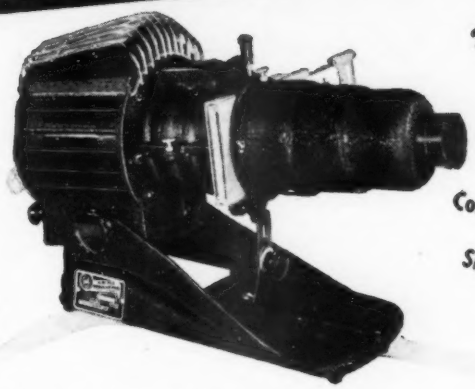
While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

ADVERTISER	PAGE NO.
AFP Distributors	160
Abbey Corp.	123
Acme-Lite Manufacturing Co.	17
Acra Instruments	152
Advertising Displays, Inc.	124
Air Photo Supply Company	163
A'Lann Photo Labs.	164
Alburger Research Products Co.	154, 166
Allen's Photo Finishing	164
Alpha Color Laboratory	166
Amateur Fotographic Services, Inc.	161
Amberg File & Index Co.	160
American Bolex Company, Inc.	9
American Hard Rubber Company	157
American Masterpieces	163
American Products Co.	118
American School of Photography	117
Ampro Corporation	103
Ansco	Second Cover
Antonelli School of Photography	160
Archer School of Photography, Fred	155
Arel	7, 104
Aremac Camera Co., Inc.	6
Argus, Incorporated	23
Arrowhead, Inc.	162
Arrow Metal Products	144
Artex Studios	166
Associated Surplus Co.	164
Avac Laboratories	167
Baco Accessories Company	134
Baltimore Institute of Photography, Inc.	141
Bass, Alfred	163
Bass Camera Co.	151
Beacon Cameras	37
Bell & Howell Company	174
Best Photo Service	166
Beta Photo Laboratories	173
Better Films	98
Better Pictures	163
Birch-Field, C. A.	156
Bloom's Camera Center	119
Boes Co., W. W.	92
Boylston Camera Exchange	128
Brand Camera Company	155
Bright Star Battery Company	108
Broadway Camera Exchange	157
Brooks Institute of Photography	149
Brownie Manufacturing Co.	140
Bryar, L. S., Sales Co.	150
Buckley & Associates, Homer J.	160
Burke & James, Inc.	35
Burleigh Brooks Co.	129
Busch Precision Camera Corp.	30
Cambridge School of Photography	156
Camera Corp. of America	38
Camera Equipment Co.	152
Camera House, The	148
Camera Place, Inc., The	126
Camera Services, Inc.	172
Camera Shop, Inc.	164
Camera Specialty Co., Inc.	91
Capital Camera Exchange	122, 165
Carrolls' for Color	162
Castle Films	99
Central Camera Company	22
Certified Photo	166
Chemoptics, Inc.	156
Chess-United Co., Inc.	25
Chicago Camera Co.	161
Chicago School of Photography	142
Chromart Laboratories	150
CinKlox Camera Company	104
Ciro Camera, Inc.	86
Clarus Camera Mfg. Co.	143
Cisco	167
Cohen's Exchange, Inc., Abe	33
Colchester Camera Co.	150
Commercial Engraving Publishing Co.	166
Compco Corporation	131
Connecticut Academy of Photography, Inc.	86
Conway Camera Co.	142
Craig Manufacturing Co.	107
Da-Lite Screen Co., Inc.	105
Dassonville Co., Ltd.	21
Dayton Rogers Mfg. Co.	110
Defender Division of E. I. du Pont de Nemours & Company (Inc.)	3
DeJur-Amsco Corporation	109
Delta Photo Supply	149
Developix	160
Dover Film Corporation	146
Dowlings	159
Dunn Engineering Company	134
Duval School	145
Eastern Photo Labs.	162
Eastman Kodak Company	75-78, Fourth Cover
Edmund Salvage Company	29
Educational Publications	118
Edwal Laboratories, Inc., The	113
Edwards Fine Grain Laboratory	164
Eight-Sixteen Films, Inc.	100
Electra Research Corp.	161
Electronic Photo Devices, Inc.	172
Empire Color Print	147
Engel Art Corners Mfg. Co.	157
Enteco Industries	142
Eveready Color Laboratories	132
FR Corporation, The	12
Fedco Products	24
Federal Mfg. & Engineering Corp.	8
Filmart	128
Finecraft Color	166
Fisher, Frederick D.	163
Fort Worth School of Photography	147
Fotoshop	162
Franklin Photographic Industries, Inc.	98
Galef & Son, Inc., J. L.	31
Gamerman's	124
Ganz Co., A. J.	137
Garden-Williams	86
General Camera Co.	133, 145, 93
Globe	124
GoldE Manufacturing Co.	136, 173
Graflex, Inc.	83
Graham Scientific Instrument Co.	116
Gundlach Manufacturing Corp.	137
H-C-E	108
Haber & Fink, Inc.	26
Harrison Studios	126
Harrison Mfg. Co.	139
Haynes Photometer Co.	112
Heiland	137
Helio Photo Service	145
Herbert, Henry	88
Hickok Electrical Instrument Co., The	126
Hill Mfg. Co.	166
Hoggson and Pettis	152
Hollywood Film Enterprises, Inc.	94
Hollywood Glamour Filter Co.	159
Hollywood Photo Manufacturing Co.	128
Hollywood Title Studio	166
Holson Binders, Inc.	112
House of Photography	141
Houston School of Photography	167
Hub Mail Film Service	147
I-D-Cal Co.	124
Ilex Optical Company	42
Imperial Album Co.	149
Independent Photographers Guild of America	139, 145, 161
International Sales Co.	143
Iris Movie Library	104
J & J Sales Co.	102
Jaegers, A.	164
Kalart Company, Inc., The	43
Kingdon Photo Accessories Co., Inc.	164
Kinnard Company	151
Klein & Goodman, Inc.	149
Kolorprince	165
Kryptar	158
Leitz, Inc., E.	89
Levine & Sons Co., Geo.	18
Little Cottage Shop	111
Long Island Book Bindery	122
Lott Mfg. Co.	119
Lutz, Andrew E.	116
Mailmart	155
Mailway Enterprises	165
Manhattan Photo Laboratory	142
Manhattan Photo Service	128
Marshall's Photo-Oil Colors	135
Maxs Jamaica Camera Store	112
Melrose Camera Shop	118
Memphis Photo Supply Co.	156
Mendelsohn Speedgun Company, Inc.	32
Meyer & Company, Hugo, Inc.	125
Mico Photo Products Co.	159
Mills Photographic Eng. Lab., The	135
Miniature Film Supply Co.	138

ADVERTISER	PAGE NO.
Minicam Photo Labs.	162
Minifilm Camera Exchange	39
Minilabs, Inc.	128
Minlargements	122
Model Film Co.	158
Morgan Camera Shop	166
Mostow Company, The	108
Motion Picture Institute of the U.S.A.	98
Mounties, Incorporated	146
Movie-Mite Corp.	104
Moyes, C. T.	166
McMorrow, Berman & Davidson	138
Nash Color Laboratories	139
National Capital Processing Laboratories	165
National Cine Lab.	104
National Cinema Service	106
National Educational Alliance, Inc.	13
National Photo Coloring School	88
National Photo Labs.	143
National School of Photography	134
Nega-File Company, The	172
New York Camera Exchange	144
New Yorker Film Co.	130
New York Institute of Photography	19
O. K. Photo	166
Olden Camera & Lens Co.	87
Olesen Co., Otto K.	158
Outcalt Co., Miller	162
Pacific Coast Film Co.	144
Pacific Color Slide Co.	122
Pa-Kette Radio Co., Inc.	162
Peerless Camera Stores	10, 11
Penn Camera	5
Perk Print Products	132
Petrov Photographic Technical Service	157
Photocenter	140
Photographic Age	15
Photographic Society of America	148
Photo Lab., Inc.	118
Photo Lens Co., Inc.	157
Photomammoth Murals	166
Photoslides	92
Photo-Sphere Co., Inc.	148
Phototron Corp.	27
Plastigraph Corp.	88
Ponder & Best, Inc.	106, 154
Positive Print Co.	166
Progressive School of Photography	90
Projection Print Photo Service	166
Quick-Set, Inc.	102
Rockett-Lauritzen	166
Rabsons	136
Radio Ham Shack, Inc.	92
Rainbow Color Prints	141
Ray Schools, The	164
Revere Camera Company	101
Richard Mfg. Co.	118
Ritz School of Photography	160
Robely Laboratories, Inc.	90
Roehrig-Bielenberg Co.	153
Roushon Institute of Photography	162
Royaltone Camera Store	41
Rudiger, Rudolf	166
Saltzman, Inc., J. G.	136
Scherling Studios, Inc.	130
Schiff Camera Exchange, Jack	150
School of Modern Photography, The	84, 85
Sedgwick Art Institute	166
Service Mfg. Co., Inc.	92
Shostal Press Agency, The	151
Shull, D. Paul	166
Shutterbug Shop	143
Simerl Mfg. Co., R. A.	157
Slide Supply Service	164
Smith Photo Studios	124
Society for Visual Education, Inc.	132
Solar Cine Products, Inc.	102
Southwest Photo-Arts Institute	153, 163, 166
Spartus Camera Corp.	36
Spiratone Fine Grain Laboratories	116
Sterling Films, Inc.	106
Sterling-Howard Corp.	127
Stern & Company	152
Strobo Research	147
Studio City Laboratory	166
Studio 35	132
Sturr Industries, Inc.	132
Superior Bulk Film Co.	102, 106
Technichrome Lab.	137
Teitel Laboratories	151
Terado Company	133
Texas College of Photographic Art	150
United Camera Exchange	115
Universal Camera Corp.	94
Universal Photo Service	139
Universal Yonkers Corp.	165
University of Houston, The School of Photography	165
Walter Labs.	150
Ward Art Photos	166
Webster Brothers Laboratory	173
Westen's	28
Weston Electrical Instrument Corp.	34
Whitehouse Products, Inc.	148
Whittaker Mfg. Co.	122
Willoughbys	14
Windman Brothers	140
Windsor Photo Services	166
Wolk Camera Company	112
Wollensak Optical Company	Third Cover
Wonder Camera Co.	114
Woodard School of Photography	173
Young America Films, Inc.	106

New 500 WATT GoldE MASTER PROJECTOR

BRILLIANTLY PROJECTS FULL RANGE OF SLIDES AND FILMSTRIP



2¼ x 2¼
2¼ x 3¼
2 x 2 (35 mm.)
828
3¼ x 4
Color and Black & White Slides
PLUS
Single and Double Frame
FILMSTRIP

● Another *GoldE* development brings you *more for your money!* The MASTER takes up to 500 watt lamp for brilliant projection of color and black & white. Cooler operating. Choice of 6½", 9" or 12" fully corrected Anastigmat lens. Hairline focusing. Quick, positive tilt control. Many other features. Immediate delivery.

New GoldE FILMASK* Slide Binders and Glasses

Now available. Easy to use. Prevents warped film or twisted image. Automatic centering tabs. Transparency stays in focus.

AT YOUR DEALER. WRITE FOR BULLETIN NO. 472

*Trade Mark Reg.

GoldE Manufacturing Co. 1222-E West Madison St., Chicago 7, Ill.

LEARN PHOTOGRAPHY THE CORRECT WAY

ROBT. L. WOODARD
President
DAVID H. FISHMAN
Director of Instruction
J. OTTO CADIEUX
Senior Instructor

APPROVED FOR TRAINING UNDER G. I. BILL

Opportunities in the photographic field are constantly expanding. Realizing that there was a real need for a place where serious students could get professional training that would equip them with confidence and skill, we have established a school which is dedicated to fill that need with the highest standards of accomplishment.

R. L. WOODARD

A school is only as good as its instructors. Our modern equipment and extensive facilities would not be effective without the ability, experience and inspiration of our instructors.

WRITE FOR COMPLETE, ILLUSTRATED LITERATURE

THE WOODARD SCHOOL OF PHOTOGRAPHY
81 SOUTH SECOND STREET ● MEMPHIS, TENNESSEE

FINEST FINISHING FOR ONLY A LITTLE MORE

Pay a little more for extra quality, extra care — your insurance against disappointment and loss of pictures. Any 35mm roll ultra fine grain dev., vaporated and 36 outstanding glossy enlargements 3½x4½.$1.75
20 exposure rolls 1.25
Univex, 36 ex., 1.75; 65 ex.. 3.00
Reprints, 3½x4½, glossy, ea. .06
Reloads: 20 ex., 50c; 36 ex. .65
Any 8 ex. roll 120, 620, 127, 828-Bantam (except 116 and larger) ultra fine grain developed and enlarged to 3½x4½ (glossy). . $0.60
12 ex. split rolls (enl. to 4x4) .80
16 ex. split rolls (incl. 116). . 1.00
Reprints, each ..... .07
Enlargements (from above neg.) 5x7. 35c; 8x10. 60c; 11x14. $1.00.
Please add 5c for check or money order
Write for free folder and mailing bag, or better—Send your film today.

Beta Photo Laboratories
Box 745, Grand Cent. Annex, New York 17, N.Y.

FOR *INVISIBLE* RETOUCHING
of Kodachrome Prints

Webster Photocolors, specially processed to work in gelatin, leave nothing on the surface. Thus they are ideal for retouching color prints from color transparencies, and for retouching the transparencies themselves. **Introductory Set** of 15 colors and *Dye-Proofing* (the liquid frisket) in ⅛ oz. bottles, with Manual, **$3.75** postpaid. Order from local dealer or **Webster Brothers Laboratory, 53 W. Jackson Blvd., Dept. P-7, Chicago 4.**

FREE Color Chart

WEBSTER PHOTOCOLORS

An unbeatable pair for 8mm movies

Filmo Sportster

So simple to use that even beginners get beautifully clear, brilliant 8mm movies with it, in full natural color or black-and-white. So versatile that it delights advanced enthusiasts, too. Features include four film speeds, single-frame exposure control for animation work, ½″ F 2.5 Filmocoted lens, instant lens interchangeability, and viewfinder masks matching telephoto lenses. A built-in exposure calculator covers every outdoor condition. Filmo Sportster is easy to load—film literally drops into place. Your dealer has it now or can get one for you quickly.

Filmo Picture Master

An all-new 8mm projector with every feature you could ask! Offers more brilliant illumination than any other 8mm projector, *bar none.* Base-up lamp gives maximum light longer. Has fine F 1.6 Filmocoted lens, reverse mechanism, "wind-tunnel" cooling, self-locking tilt, automatic power rewind, and gear-driven film take-up. Pilot lamp, hinged film gate, and exclusive B&H Safe-lock Sprockets and guards make threading easy and sure. Single frames may be projected as really brilliant "stills" with complete safety. 400-foot film capacity. Order from your dealer now for earliest delivery.

1907 40th ANNIVERSARY 1947

For descriptive literature on this or other B&H equipment, write Bell & Howell Company, 7106 McCormick Road, Chicago 45. Branches in New York, Hollywood, Washington, D. C. and London.

Precision-Made by

Bell & Howell

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World

PP-17-B141761-127
DETROIT PUB LBRY
PERIODICAL DIV
5201 WOODWARD AVE
DETROIT 2 MICH.

Kodak 35 with range finder

. . . the more-for-your-money miniature

If you're having trouble in reconciling what you want in a miniature with what you can afford to pay—step up to your Kodak dealer's counter and meet Kodak 35 with range finder

There are mighty few pictures . . . either in color or in black-and-white . . . that you can't handle beautifully with this fine miniature.

Lens is Kodak Anastigmat Special *f*/3.5 . . . *Lumenized* (ultrahard-coated the Kodak way) to banish flare and "ghosts" . . . well corrected for greater color purity. Coupled range finder is split-field type for fast, accurate focusing . . . needle-sharp negatives.

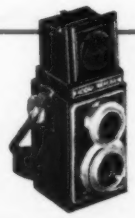
When night comes, you can keep right on going . . . still in color or black-and-white. Just slip on an inexpensive Kodak Flasholder. That *f*/3.5 lens and 1/200 Flash Kodamatic Shutter with built-in synchronization won't let you down. Automatic film stop . . . double-exposure prevention . . . automatic shutter setting. And the price, you'll find, is decidedly reasonable for so expert a miniature . . .

EASTMAN KODAK CO., ROCHESTER 4, N. Y.

Color and "flash" shots with these models, too

Kodak is making more cameras than ever before, but the demand is greater, too. Consult your dealer.

Kodak



KODAK REFLEX— leading medium-priced twin-lens reflex.

KODAK MEDALIST II— precision-built, highly versatile.

KODAK BANTAM (*f*/4.5)—handles with delightful ease.

KODAK VIGILANT SIX-20 (*f*/4.5)— an instant hit.

You'll be Amazed WITH THE PERFORMANCE OF WOLLENSAK'S NEW *Raptar* LENSES

IMPROVED DESIGN — IMPROVED RESULTS

● New methods of manufacture and control . . . new electronic testing and inspection instruments . . . Wollensak has jumped years ahead in the science of making fine photographic objectives to bring you this entirely new series of Raptar lenses. You don't have to be a professional to notice the improvement. Greater resolving power gives you pinpoint sharpness. WOCOTED surfaces open up new camera angles without the old fear of ghost images or haze. And color? Wait until you see the results. In fact, once you try a new Raptar lens, you won't be satisfied with less. Enjoy the advantages of superior lens performance. *Your dealer knows. Ask him* about Wollensak Raptar lenses for your still and ciné cameras; enlarger and projector.

Wollensak

For Movies, Candid, Enlarging, Action, Stills

OPTICAL CO., ROCHESTER 5, N. Y., U. S. A.